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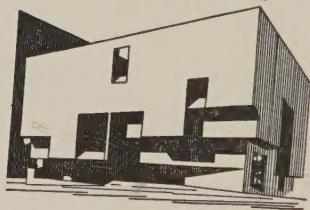


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# ATLANTA FROM THE ASHES

*By* IVAN ALLEN

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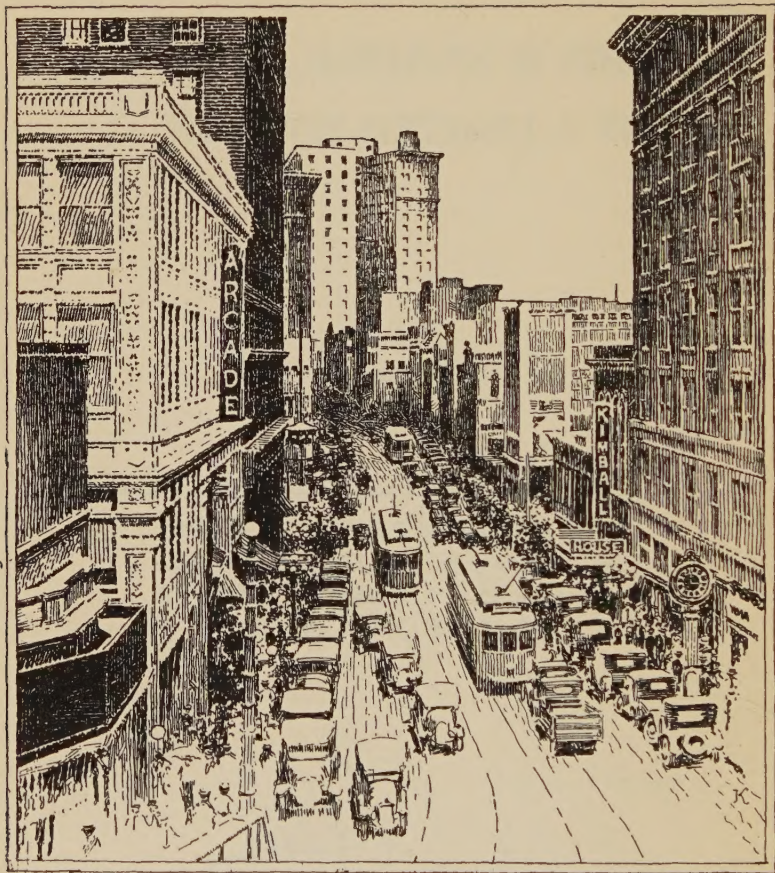
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ONE OF THOSE TO WHOM  
THIS BOOK IS DEDICATED  
WITH THE COMPLIMENTS  
OF THE AUTHOR

Wm Allen



*The City of Today*

# ATLANTA FROM THE ASHES

*By* IVAN ALLEN



RURALIST PRESS, *Publishers*

ATLANTA, GA.

1928

*Dedication: to the men in commerce and industry  
who have made America great.*





## FOREWORD

IT is the author's intention in this volume to present his city to the executives of American business. My hope is that the reader will look upon the facts presented as conservative statements, for they are conservative.

It is my hope that the reader will study these facts with his own business interests in mind—for my city, Atlanta, is Distribution City to the South, and as such is of utmost importance to American business. And it is my further hope that the facts will be of assistance to the reader in placing an exact valuation upon Atlanta, as part of his business planning.

If I have done these things, my aim is accomplished.

IVAN ALLEN, 1928.



# I

**I**N 1864 the city of Atlanta lay a smoking ruin. To understand both why it was laid waste, and why, in the years that followed, Atlanta so swiftly grew into an important, and finally a dominant city, we must go back to a day in 1837 when Stephen Harriman Long, a young civil engineer, supervised the driving of a fateful stake.

Where Atlanta now stands was, in 1837, a simple woodland. There were a few scattered farm-houses, but aside from

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these no evidence that here was the site of the South's future leading city. But to the trained eye of the engineer, Long, here was a spot designed by nature as the meeting place of railroads. And here it was, close by the spot which now is Five Points, one of the five most valuable corners in the world, that he marked the end of the rail line he was creating, to connect this plateau with the mid-west.

Around that stake sprang up a trading center, known for some years simply as Terminus, then as Marthasville, and finally—Atlanta. More railroad lines came through the country, joining the East to the Southwest, the South to the mid-West, crossing precisely as Stephen Long had predicted, and creating a center of transportation that was destined to become the very heart of the South.

Atlanta had become a strategic point when war broke out between the states. It had become of utmost importance to the success of both armies. The capture and destruction of this city by Sherman was tragic but significant evidence of this fact.

The ashes left by Sherman had hardly cooled when the people, driven away by his order in November 1864, began to come back and rebuild the city. They occupied such portions of buildings as could be temporarily made weather-

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proof, and set about the tedious task of reconstruction with a spirit which, twenty years later, was described by Henry Grady, who spoke thus of the returning Confederate soldier:

“He finds his house in ruins, his farm devastated, his slaves free, his stock killed, his barns empty, his trade destroyed, his money worthless, his social system swept away; his very traditions gone!

“What does he do—this hero in gray with a heart of gold? Does he sit down in sullenness and despair? Not for a day. Surely God, who had stripped him of his prosperity, inspired him in his adversity. As ruin was never before so overwhelming, never was restoration swifter. The soldier stepped from the trenches into the furrow; horses that had charged Federal guns marched before the plow, and fields that ran red with human blood in April were green with the harvest in June. Women reared in luxury cut up their dresses to make breeches for their husbands, and, with a patience and heroism that fit women always as a garment, gave their hands to the work.

“I want to say to General Sherman, that from the ashes he left us in 1864 we have raised a brave and beautiful city; that somehow or other we have caught the sunshine in the bricks and mortar of our homes and have builded therein not one ignoble prejudice or memory.”



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Five years later the city, which had held a population of only 10,000 souls before the war, had grown to 21,789 inhabitants. Such was the spirit of the people, such was the compelling force of Atlanta's destiny.

Atlanta was leading the South and her great Senator, Benjamin Harvey Hill, inspired the people with new hope and pointed the way to the real rebuilding of the South in a wonderful speech at Athens, in 1871, to the alumni of the University of Georgia.

It heartened the people and lighted the path of reconstruction so brilliantly and so powerfully that the whole Southeast took a new start.

Among other things he said:

"All our natural advantages, damaged only by a worn soil, ignorantly worked, remain in all their freshness and plenty. We must utilize them, and that we may utilize them we must honor, elevate, and educate labor, and to this end we must establish schools of science, and train our children to business and callings other than law, medicine and theology.

"If this generation of our educated men will now bestir themselves, we shall soon find that only our fetters have been broken, and the day of unequaled greatness and prosperity will dawn and brighten to glorious and lasting noon in the South."



## II

**B**EFORE the Civil War, Georgia had important manufacturing industries, among them the fourteen iron furnaces in Bartow County which were destroyed by Sherman's army. But the after-war depression had left the people with little or no money, and it was only natural that they should turn to agriculture at first as the only possible means of livelihood.

It required some striking fillip to the imagination to restore confidence in manufacture, to bring out hidden financial resources, and to encourage investment from the East. Henry

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Grady, the great genius of the Reconstruction Period, recognized this need and set plans on foot for the Cotton Exposition of 1881, held in Atlanta.

In company with other leading spirits he organized a demonstration of the wealth latent in utilization of the South's great crop, cotton. The exposition was throughout a demonstration of what cotton manufacture could do to restore the South to prosperity. The displays were practical working exhibitions, so much so that Alfred Colquitt, Governor of Georgia, made a speech there clad in a cottonade suit which was made of cotton grown within the Exposition grounds, spun and woven in the Exposition building.

So effective was this first exposition in stimulating the South to new industrial development that Henry Grady and his associates staged several fairs between 1885 and 1889. In the course of the fair held in 1887, Grover Cleveland, then President of the United States, came to Atlanta as the guest of the Piedmont Exposition. The first president to visit Atlanta since pre-war days, he received a tremendous ovation.

In 1895 was staged a demonstration of Atlanta's ability to recover from depression, which has been typical of the city since its start. The Fall of 1893 was a period of panic, followed by depression. Again something was needed to stir

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the people to renewed hope, to fresh activity. Again a great exposition became the means to this important end.

Cotton was still the main reliance of the South, both agriculturally and industrially, although other forms of production were slowly creeping in. And the whole future of the South, at that time, hung upon the stability and the continuance of cotton manufacture.

The very existence of many a family hung upon the maintenance of cotton spinning and weaving. For these families had come from agricultural Georgia, leaving the farms for industry. It was unthinkable that they should go back. It was unnecessary, too, for the textile industry returned rapidly to the progress side of the ledger, advancing steadily year by year until, as this book is written, the textile mills within overnight ride of Atlanta use 72% and more of the cotton consumed in America.

And in this development, the great Cotton States and International Exposition of 1895 was a tremendous factor. There were six thousand exhibits in that show, with official representation from throughout the Union, as well as several foreign countries. Grover Cleveland was again a visitor. William McKinley, then Governor McKinley of Ohio but soon to become President, and scores of other prominent Americans attended.



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Fifty leading Atlantans were directors of the Cotton States Exposition, a two-million dollar show in a town of only 65,000 people, whose bank clearings were then only one-fiftieth of what they are today. These men made that show a success by sheer weight of their own ability. They saw the makings of a greater Atlanta in it, and at one time during a critical period in its finances, S. M. Inman who was Chairman of the Finance Committee advanced \$50,000 of his own money to keep the gates open. Other directors followed with substantial sums, and the fair was saved.

The publicity was world-wide. Twenty-six state press associations visited Atlanta en masse and newspaper notices were published all over Europe and even in Australia, China, Japan and Egypt.

Two things today remain to remind Atlantans of that constructive move at so critical a time—Atlanta's present importance in textile manufacture, and Atlanta's beautiful Piedmont Park, developed on the site of the exposition grounds as one of our most charming city parks.



### III

**B**ETWEEN 1880 and 1895 there was a vast amount of railroad construction in Georgia and by the latter date most of the present mileage was in operation. There were many projects and many big men were concerned with them.

There was organization and reorganization, but the trains still run on the same roads, though upon heavier rails, with tremendous engines and vastly improved rolling stock.

After the panic of 1893 the railways of the old Richmond and West Point Terminal system were reorganized as the

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Southern Railway, and that vast organization, shaped and integrated by the genius of Samuel Spencer, has continued to operate and grow stronger for more than thirty years.

The old Central of Georgia Railway was separated from the other parts of the old system and was operated separately until it was bought by the Illinois Central a few years ago.

In the meantime a new system, the Seaboard Air Line, came to Atlanta. In its early history that enterprise was headed by General Hoke, of North Carolina, a brilliant officer of the Confederate Army whom General Lee had chosen as his successor in case of his own death.

Other additions were the Georgia, Southern and Florida Railway, now a part of the Southern Railway System, and the Atlanta, Birmingham and Atlantic, now a part of the Atlantic Coast Line and renamed the Atlanta, Birmingham and Coast.

Today these railroads operate fifteen main lines radiating from Atlanta, and reaching overnight a population of some eighteen millions of people. Within that same circle is nearly three quarters of America's cotton textile spindle activity, and over half the installed capacity of America's textile mills.



#### IV

THE story of street transportation in Atlanta is a story of great labor and many conflicts, as is true in many cities. The early city was served by horse-cars which plodded their patient way through the quaint streets of those days.

It was in 1890 that the Atlanta Consolidated Street Railway Company, owning the first electric car line, bought up the rights of way and installed electric cars, to the amazed delight of the populace. In the meantime another concern had built and was operating a power plant, and was furnishing electricity to the citizens of Atlanta.



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This latter company at length organized the Atlanta Rapid Transit Company and fierce competition sprang up between the two systems. The fight lasted for several years, and was marked by all the bitterness which commercial warfare included in those early days. Politics were affected by it. The citizens lined up on one side or another. And it was not until some time in 1901 that a group of capitalists bought up the two systems, merged them into one—and forged therefrom the magnificent street railway system which now serves the city.

It has been said by competent observers that Atlanta's present street car and bus service is among the best in the country. More modern cars are in operation than in any city in the Southeast, and the company has the good will of the public to a greater extent than probably any system in America.

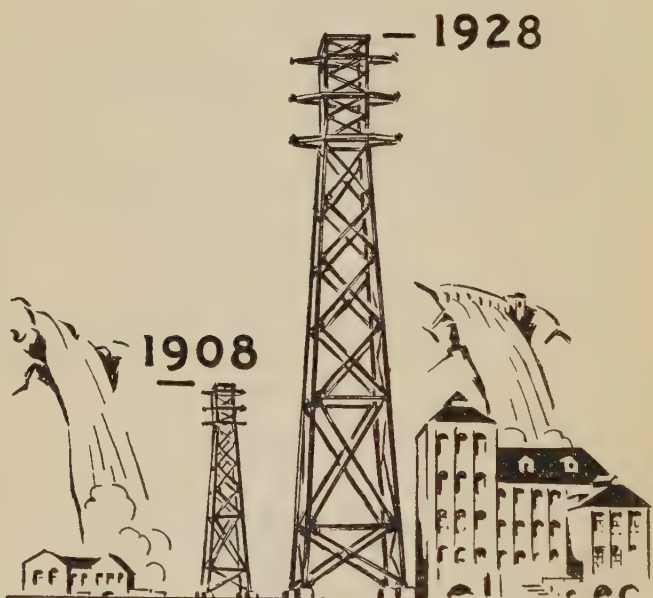
Today 232 miles of track are maintained. The street cars carry 98,983,871 passengers a year, while busses, operating in outlying residential sections and elsewhere, add many passengers to the annual total.

While this development was taking place, the original electric power company expanded into a gigantic industry. What is now known as the Georgia Power Company acquired the

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# Water Power Development in Georgia

— 1928



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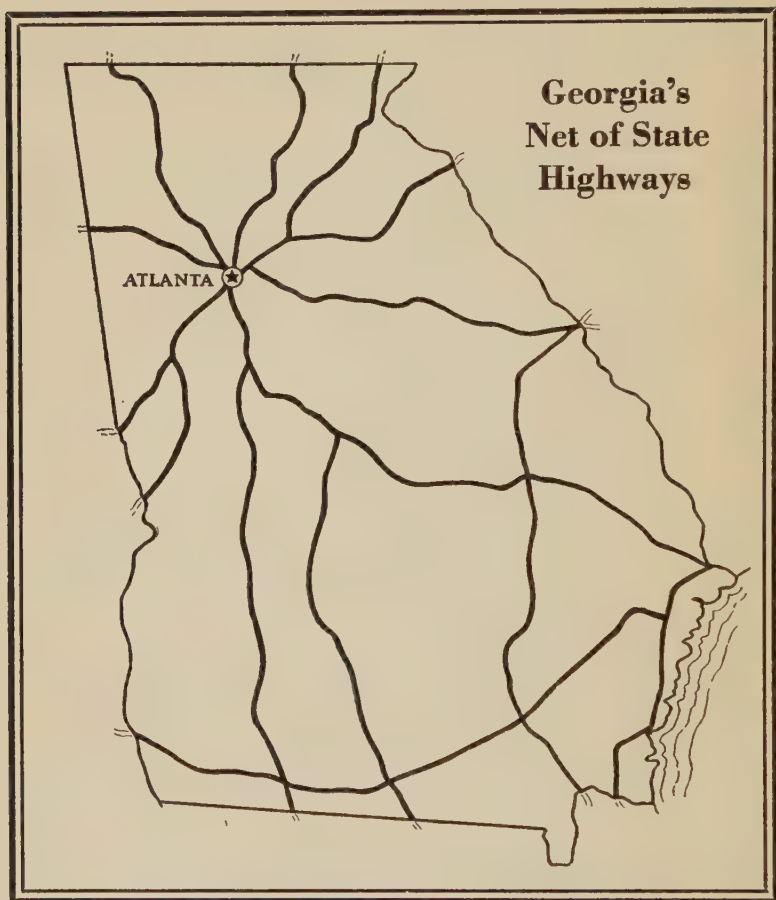
most important streams in North Georgia and impounded the waters there to assure steady power sources for many years to come.

Great, beautiful lakes exist today in Georgia's mountains, lakes where motor-boating and camping are enjoyed through the summer. And these lakes are capable of supplying hydro-electric power to a tremendously increased industrial field.

The power lines of the Georgia Power Company today are linked, as the company itself is linked, with the Southeastern super-power system. Hydro-electric plants and steam plants are so organized that by no possible combination of drought or calamity can the section be cut off from adequate power supply. And it is said of this system that the rates compare favorably with the lowest in America, being second, among industrial centers, only to the region immediately surrounding Niagara Falls.

The advent of dependable power marked another forward step in the industrial development of Atlanta, and for that matter the entire Southeast. Industries of great diversity have followed the shining copper wires into the small communities of the Atlanta industrial area, and the total of products manufactured in this region has grown correspondingly, as is indicated by the chart on page 76.

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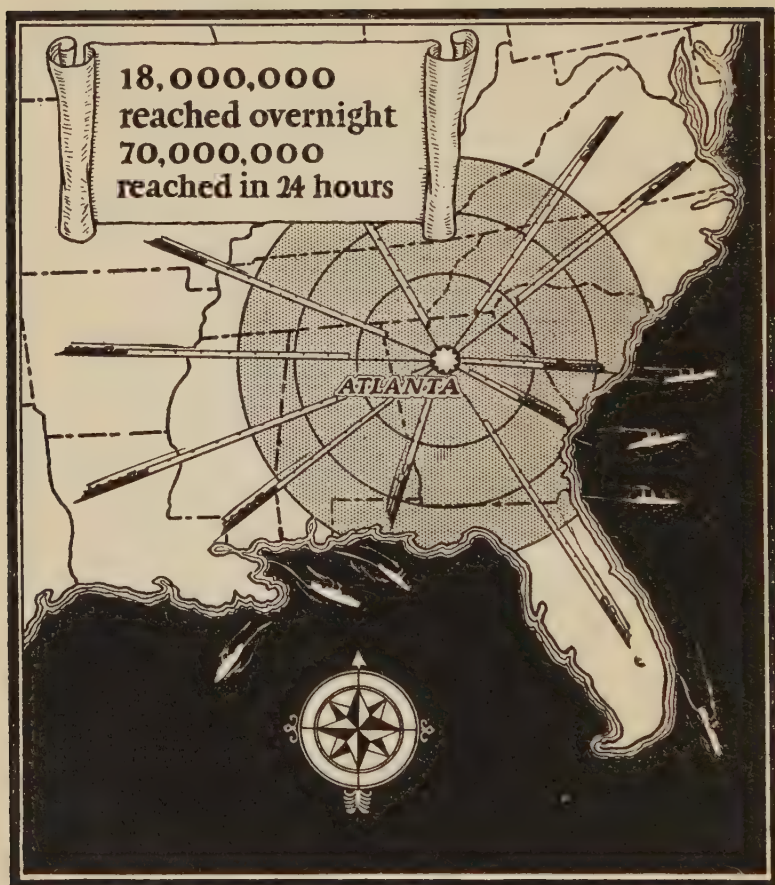
Not so long since, this region was blacklisted by tourists. "The scenery is magnificent, but oh! those Georgia roads!" they said. But that has been changed. According to *Public Roads*, the official publication of the U. S. Bureau of Good Roads, Georgia on July 1, 1927, ranked seventh among the states of the Union, and led all Southern states except Texas in mileage of Federal aid highways completed.

In the decade from 1917 to 1927 Georgia has built 2,173 miles of Federal aid roads at a cost of \$31,951,436 of which the U. S. Government paid half. There are now under construction in Georgia 346 miles of Federal aid roads, and this state has approved in addition projects for \$406,647 of road construction. The roads completed and under construction total 2,519 miles—nearly half the railway mileage of the state—and all accomplished during the last ten years. There are funds available expressly for the purpose to spend ten million dollars a year in further highway construction.

The result is a series of through roads, permitting the tourist to cross Georgia in comfort on hard-surface or state highways from the borders of all adjacent states.

Fulton County, in which Atlanta is located, has more miles of hard surface road than any other county in the United States—332 miles, with twenty-seven concrete and six steel

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bridges. Twenty-six wooden bridges which still exist within the borders of the county will be replaced with concrete bridges during the next two years, the necessary funds being already available for the work.

It is obvious from the foregoing that Georgia has outgrown her mud-hole days, just as she has ceased to be a strictly agricultural state and has become, two to one, an industrial state; just as Georgia's agriculture has thrown off the yoke of the single crop, cotton, which was retarding her progress, and has diversified her agriculture.

These things are cited, not in any spirit of braggadocio, but as significant of the changes that have taken place in the New South, of which Atlanta is the heart and the leading spirit. They furnish an excellent index of the new purchasing power of these Southeastern States, whose people are on a sound economic footing today, with new wants and the money with which to pay for those wants. They are an excellent index of the tremendous stirrings of the long-dormant South, now suddenly sprung into prominence as America's fastest growing market. And they are cited to illustrate that new condition, so vital to those who would secure full volume of sales from every section of the country.



## V

DURING the past thirty years an immense amount of construction has been carried through by the city and county governments. About 1910 the unusually fine Fulton County court house was begun. This is a building of great dignity, spacious and thoroughly in keeping with the serious purposes for which it was built. The cost of \$1,500,000 was handled without a bond issue, and the work was paid for as it was done.

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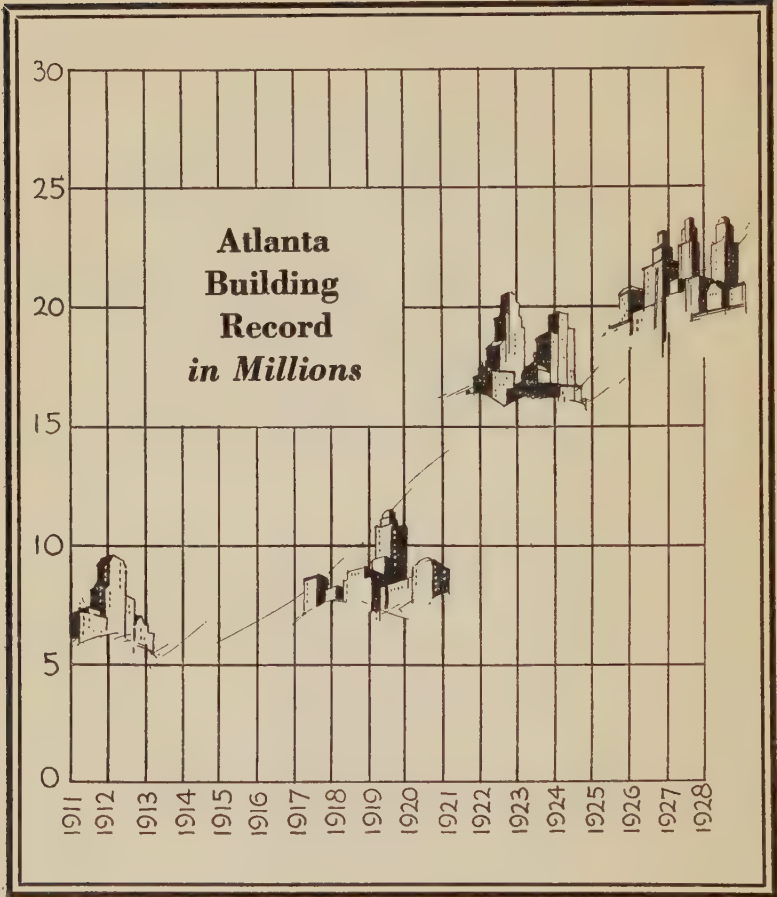
In 1910, 1921 and 1925 the people of Atlanta voted bond issues totaling more than twenty millions for the extension of the City Water Works, the building of school houses, Grady Hospital (free city-owned hospital), a sewage disposal plant, sewers, three viaducts and a city hall. The history of the City Water Works is typical of Atlanta's amazing growth.

Thirty-six years ago, the water mains and filtration plant serving the city were enlarged. At the time it was determined to make the extensions good for fifty years, and a population of 250,000 people, a figure which, at the time, was considered a wild dream. By 1925 the city's growth had passed the figure set, and it became necessary again to extend the facilities. This time a figure of a million population was set, and water supply, sewers and other facilities are rapidly being extended to eliminate need for extension work for some years to come. At present additional pumping facilities are being installed bringing the total capacity up to 146,000,000 gallons per day.

There is being completed, as this book is written, a complete topographic map of Atlanta with a radius of twenty miles from Five Points, Atlanta's center. Within this circle, which extends far beyond the limits of the present city, a complete sewer system is to be worked out, bond issues for



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the purpose being already voted and the money in hand, so that in the course of a few years Atlanta will emerge equipped to care for the expected growth which will carry this city into the million class.

As the result of the work done in 1910, the removal of some eleven thousand surface closets and other menaces to health, the city's death rate was radically lowered within a few years from 21 to 14.04 per thousand.

In 1921, two high schools, five junior high schools and many grammar schools were built throughout the city, bringing the facilities to a level approved by authorities, and placing Atlanta from a public educational standpoint on a par with the leading cities in the country.

Atlanta is an important educational center for the South. In a semi-circle about the city, located in beautiful settings, are some of the country's outstanding educational institutions—Georgia Tech, Emory University, Agnes Scott, Oglethorpe, Columbia Seminary and others of a varied nature make this a center to which comes the cream of Southern youth.

Atlanta has eighteen colleges and universities, twelve white and six colored, with 15,000 students, 700 professors and plants which cost about ten million dollars.

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These institutions spend three millions a year and their students about four millions a year—altogether seven millions spent annually for higher education in Atlanta.

During the past forty years they have averaged half that amount, not less than three millions a year, or a total of 120 millions. At the same time they sent out about 40,000 graduates equipped for their work in commerce, industry, financial and professional life.

These graduates have become leaders in the business and professional life of the Southeast and the country at large and have had a large part in its upbuilding.

In the decade between 1910 and 1920 Atlanta added two great institutions of learning to its equipment.

First came Oglethorpe University. Dr. Thornwell Jacobs conceived the idea of reviving an institution which had ceased to function years before. One by one he secured subscriptions of \$1,000 each from sixty leading citizens. Then he enlisted the aid of Mr. J. R. Gray, then editor of the *Atlanta Journal*, and others.

It was my privilege to work with that committee and to serve as Chairman of Oglethorpe University finance committee. The money required, \$260,000, to start the university and erect the first plant, was secured and in succeeding years it has been largely increased by gifts. Dr. Jacobs is

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still president of the university and Mr. Edgar Watkins is president of its board of trustees.

In 1915 Bishop Warren A. Candler led a movement to build for the Southern Methodist Church a great university and a commission of leading Methodists was appointed to receive propositions from Southern cities and decide on the location of the university.

Mr. Asa G. Candler gave the institution \$1,000,000 and when the commission on location came to Atlanta to consider this site the Atlanta Chamber of Commerce pledged an additional \$500,000. Atlanta was selected as the location for the university, Bishop Candler became its chancellor and the Chamber of Commerce raised \$500,000 by subscription and made good its pledge to the university commission.

Bishop Candler having great responsibility and much work for his great church, several years ago turned over the burden of administration to Dr. Harvey W. Cox, who has been for several years the president of Emory University.

In three years without a bond issue the County School Board has built school houses that cost \$720,000 including a great high school building.

The school funds of the county system are raised by a tax of 7½ mills on property outside Atlanta and a one-mill tax

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### *Fulton County Schools*

	1900	1912	1927
Number of Teachers: {White .....	41	89	300
{Colored ...	12	22	52
Length of Term:			
Rural .....	5 mo.	7 mo.	9 mo.
Suburban .....	7 mo.	9 mo.	9 mo.
Number of Students: {White .....	1450	3000	10,000
{Colored ...	400	88	2,000
Salaries of Teachers: {White ...	\$40 to \$50	\$50 to \$60	\$100
{Colored ...	\$20 to \$25	\$25 to \$35	\$ 55*
Budget .....	\$20,000	\$95,833	\$529,687

\*On 10 months basis.

### *Atlanta Public Schools*

	1872	1922	1927
Number of Schools.....	5	73	73
Number of Teachers.....	27	1,024	1,351
School Enrollment .....	2,090	43,387	54,459
School Budget .....	\$21,250	\$1,836,000	\$2,781,271
Minimum Salary Grade Teachers	450	1,056	1,116

### *Spent on Construction of Buildings*

1925 .....	\$400,000	1926 .....	\$60,000	1927 .....	\$260,000
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## ATLANTA FROM THE ASHES

on all property in the county. These taxes are supplemented by \$52,000 from the state school fund.

At the present time Atlanta is beginning the expenditure of eight millions of dollars in public construction. A magnificent city hall is under construction and will when completed form one corner of a proposed civic center development. In this proposed square the State Capitol already stands, the county court house forming one side of the square, and other public buildings being projected as rapidly as the present buildings are outgrown.

Included in the work under the present bond issue are two vital viaducts, bridging the chasm formed by the railroad tracks which cut the city into two sections, and furnishing adequate arteries to relieve traffic congestion between "uptown" and "downtown" Atlanta. A number of additional school buildings are also included in the plans, and are to be constructed at once.

A great work in the history of Atlanta and Georgia was the building of a new capitol which was completed and occupied in 1889. The appropriation was a million dollars and when the work was done the capitol commission returned \$18 to the state treasury.

About 1905 the United States Government bought the site of the old First Baptist Church at the corner of Forsyth and

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Walton Streets and erected there the present post office and government building.

The Federal Reserve Bank act was passed by Congress in 1913, during the administration of Woodrow Wilson, and in 1914 a Federal Reserve Bank was established in Atlanta in the Hurt Building.

Since the World War the Federal Reserve Bank has erected its own building on Marietta Street, a structure more imposing than the building which houses the Bank of England.

In office buildings Atlanta leads the South, with 44 modern office structures, containing 8,205 offices, in which 23,157 persons are at work. The first, the Trust Company of Georgia building, was erected in 1889.

These office buildings have fifty-three acres of net rentable space and are visited daily by 150,000 persons who ride on 135 elevators.

The Hurt Building, which is the largest in the South, has 1,100 offices and ten acres of space, with sixteen elevators. It is the largest office building south of New York City and the fifteenth in size in the United States.

The 101 Marietta Street building, with 103,000 square feet of rentable space, is the largest concrete office building in the South.

## ATLANTA FROM THE ASHES

Atlanta has 9.3 feet of office building space for each inhabitant and ranks second in the U. S. in rentable office space per capita, and the growth of the city increases the demand for office space by 100,000 square feet a year. About half the population of the city and suburbs passes through the office buildings daily.

The Atlanta Builders' Exchange was organized in 1908 and has become one of the most important factors in the business life of the city.

In addition to useful services to the building interests of Atlanta, whose constructive work amounted to \$13,634,813 in the first seven months of 1928, and gave employment to thousands of people, the Builders' Exchange is the clearing house for \$50,000,000 of business annually from outside cities. This is done by placing at the disposal of contractors and material dealers the plans for new buildings from other cities. Without this service by the exchange, much of the business which now comes to Atlanta would go to other cities. The exchange has 250 members.



## VI

ATLANTA is the financial center of the Southeast. At the time of the Liberty Loan drives, during the war, this fact was brought home to the citizens in the startling quotas set. At the time it was felt that these quotas were unusually high, per capita. Investigation showed that all quotas were based upon bank clearings, and that Atlanta stood exceptionally far up on the scale in this computation. As a matter of fact, a check made in 1926 showed this city standing sixth in the entire United States in per capita bank clearings,

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though only thirty-third in population. It may be remarked in passing, as a testimonial to the Atlanta spirit, that the tremendously disproportionate Liberty Loan quotas were not only subscribed but over-subscribed!

Atlanta's banking history is a record amazing to many observers. In the thirty-six years from 1890 to 1926 the bank clearings grew steadily and almost without setbacks, despite the national panics, wars and other tribulations of the period, from sixty millions to more than three billions of dollars, a growth of five thousand per cent, a growth twelve times as rapid as the population increase.

These figures, while they suggest the economic development of the city itself, are more accurately a reflection of the strategic importance of Atlanta in the commerce and industry of the South.

It must be remembered that Atlanta is Distribution City to the South. Here are located more than a thousand nationally known concerns, whose Southern divisional offices control a wide territory—and a tremendous volume of business. Much of the income from this territory, and particularly the funds of insurance offices located in Atlanta, flow from fourteen Southern states through Atlanta banks.

This volume of business, plus the strategic position of the city as a center from which the whole District might be most



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### BANKING PROGRESS



#### Increase in Individual Deposits

1900	\$ 33,125,000
1927	314,406,000



#### Growth of Savings Deposits

1900	\$ 17,208,225
1920	137,495,000
1927	139,814,000



#### Clearance House Exchanges

1900	\$400,900,000
1910	991,300,000
1927	2,970,114,000

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rapidly reached, was responsible for the selection of Atlanta in 1918 as the headquarters for the Sixth Federal Reserve District.

The census estimate for 1925 gave Atlanta a factory product of \$131,236,952 with 18,208 factory workers earning wages amounting to \$17,642,574.

Atlanta is the zone headquarters of the South and Southeast for more than a thousand manufacturing and business concerns of national and international prominence.

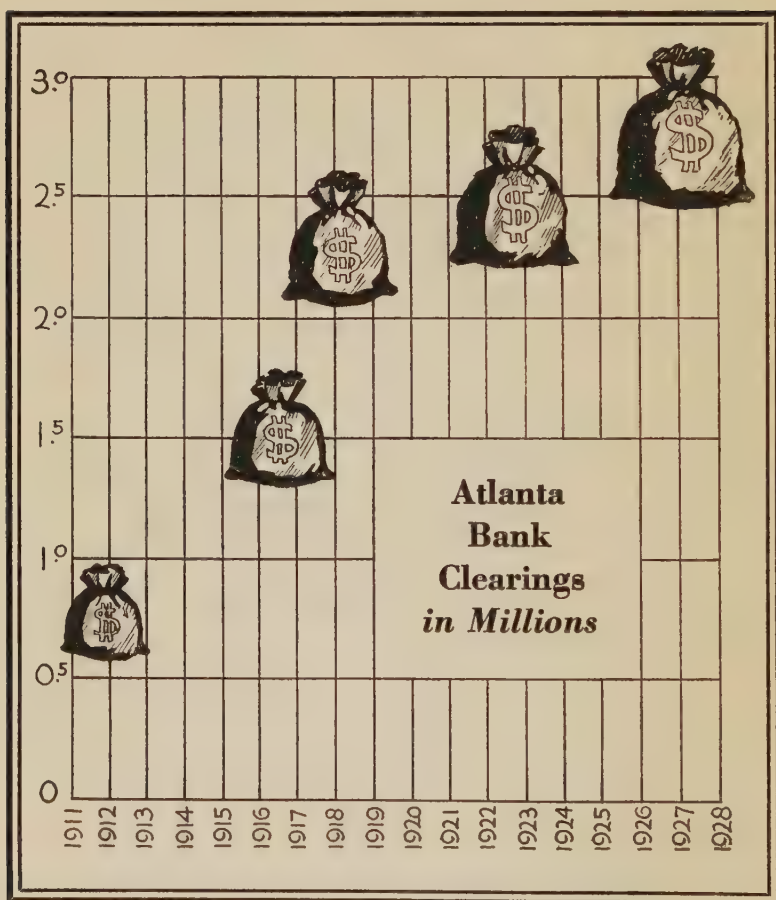
The volume of business conducted through these Atlanta units runs into hundreds of millions of dollars.

Besides this the wholesale and retail trade and the building trades do an immense business, the sum total reflected in the bank clearings of more than three billions in 1926.

The census of distribution by the U. S. Department of Commerce for the year ending July 1, 1927, gives these facts concerning Atlanta's trade:

Wholesale sales .....	\$535,645,200
Number of employees.....	11,938
Total wages .....	\$ 22,015,400
By trades—	
Cotton and yarn.....	113,259,600
Automobiles .....	39,000,000
Building material .....	26,000,000
Employes by trades—	

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Hardware .....	1,031
Building material .....	1,017
Electric appliances .....	983
Candy .....	843
Drugs .....	645
Automobiles .....	413
Bakeries .....	423
Gasoline and oil.....	502
Furniture .....	574
Groceries .....	662
Dry goods .....	359
Paper .....	472
Meat .....	329
Cotton .....	287
Retail sales .....	\$177,782,000
Retail—No. employees .....	17,966
Retail—Wages and salaries.....	\$ 21,902,000

The general average annual salary for all retail business is \$1,219.

	Establishments	Employees
Grocers .....	1,314	2,906
Department stores .....	13	2,293
Dry goods .....	62	166
Drug stores .....	232	1,390
Five and ten-cent stores.....	11	490
Confectionery .....	180	806
Cigars .....	38	118
Restaurants .....	433	2,212
Meat .....	157	474



## VII

**T**HERE are in Atlanta thirty-three hotels. Altogether they have an investment of fourteen millions, with 4,000 rooms in which they report entertaining 765,000 guests a year.

These hotels employ 5,000 persons and they and their guests spend in Atlanta eleven million dollars a year, which are poured into the channels of trade.

But the most important fact about these hotels is that they entertain in a year, by their report, twice the population of



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Atlanta and send on their way to every state of the Union and many foreign countries 765,000 walking advertisements of this city.

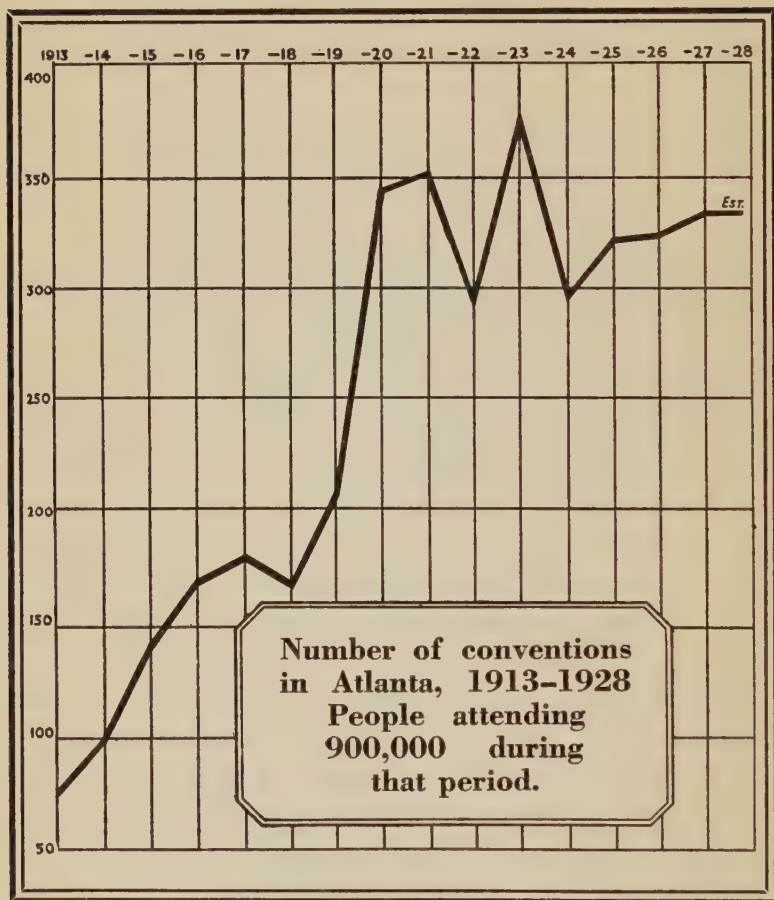
Most visitors judge a city by its hotels, the accommodations they furnish, the service they give and the spirit which animates the management.

When the equivalent of twenty army divisions of visitors, influential in their home communities, pass through our hotels in a year, it is fortunate that Atlanta has such places of entertainment as the palatial Biltmore, the Henry Grady, the Piedmont, the Kimball, the Ansley, the Georgian Terrace, the Winecoff, the Cecil, the Robert Fulton and many others.

In hotels as in office buildings, Atlanta leads the South. The combination of hotels, Grand Opera, theatres and department stores draws many thousands of people to do their shopping in the Fall, Winter and Spring and it is believed that the estimate of expenditures by hotel guests is below rather than above the fact.

Atlanta's social connections are far-reaching and powerful in drawing people to the city. The blood of every county in Georgia and many in other states flows in the veins of Atlanta people. During the great expositions, when the hotels of those days could not accommodate the visitors, it was found that each day many thousands from all parts of the

## ATLANTA FROM THE ASHES



## ATLANTA FROM THE ASHES

South were entertained in the homes of kindred and friends living in Atlanta. This kind of entertainment still goes on, upon a large scale, and this, added to hotel guests, will swell the total to nearly a million visitors a year.

The Atlanta Convention and Tourist Bureau, organized by the Atlanta Chamber of Commerce in 1913 as the Atlanta Convention Bureau, has been operating nearly fifteen years under the direction of an able board of directors.

The last annual report shows that in fourteen years this body brought to Atlanta 3,358 conventions, attended by 787,784 people, who spent \$24,048,150 in the city and returned walking and talking advertisements of Atlanta to every state in the Union and many foreign countries.

Atlanta has twenty theatres with a capacity of 19,000 seats and a reported attendance of 224,000 per week.

The Auditorium, in which Grand Opera is given every year, has 6,000 seats, making the total capacity of Atlanta's places of entertainment 25,000 seats.

The Atlanta Auditorium-Armory was built in 1908 and occupied in January, 1909. The first entertainment there was an elaborate dinner given in Taft Hall, by the Atlanta Chamber of Commerce in honor of President William Howard Taft in January, 1909.

## ATLANTA FROM THE ASHES

The movement to erect the building began at a directors' meeting of the Chamber of Commerce and was cordially supported by Mayor J. G. Woodward and the City Council. A committee of the Chamber of Commerce raised by subscription \$75,000 to start the work.

A joint committee from the City Council and the Chamber of Commerce supervised the construction of the building, which has 6,000 seats in the auditorium, besides Taft Hall, which seats 1,000. The Armory was originally built for the Fifth Georgia Regiment and the Atlanta Artillery.

When the building was nearing completion, Colonel W. L. Peel, who was a member of the building committee, organized a movement to purchase the great organ. Through the Atlanta Music Festival Association he started the movement which resulted in bringing Grand Opera to Atlanta every year since 1909, with the exception of one war year.

Atlanta is one of only four cities to which the Metropolitan Opera Company plays, and is the only city outside of New York where a full fourteen-performance season is given.

For outdoor games, like football, Grant Field, near the Georgia School of Technology, has a seating capacity of 28,000 and the baseball park on Ponce de Leon avenue has 15,000 seats. The grandstand of the Southeastern Fair, 8,000 seats. Altogether the capacity of indoor and outdoor

## ATLANTA FROM THE ASHES

places of amusement is 76,000 seats. In them one-fourth of the city's population can be seated at one time.

Atlanta is headquarters for the distribution of motion picture films in the Southeastern states. The film exchanges of this city supply 700 theatres in Georgia, Alabama, Florida, Tennessee, east of the Tennessee river, and some towns in South Carolina.

The film business in this territory has more than doubled in the last ten or fifteen years and amounts to about \$5,000,000. In this connection it is interesting to note that the first motion picture ever shown to a paying audience flickered on a screen in Atlanta. It was freely predicted at the time that "the Vitagraph" would never amount to anything!





## VIII

THE people of Atlanta rose to the full height of a great emergency during the World War. Until the beginning of 1917 it was not realized that our country was on the verge of the worst conflict in the world's history.

On the 6th of January, 1917, the Atlanta Chamber of Commerce received a telegram from General Leonard Wood, then Chief of Staff, saying that he would arrive here the next morning at 7 o'clock to inspect sites for a cantonment and asking that a committee show him suitable tracts of land.

I was then President of the Chamber of Commerce and with the Secretary, Walter G. Cooper, met the general at the Terminal station. It was on Sunday and a bitter cold morning.

## ATLANTA FROM THE ASHES

General Wood seemed to enjoy the cold air, though the committee that drove him all over the county that day suffered severely. The morning began with a breakfast at the Capital City Club and soon after that about twenty leading men in automobiles accompanied General Wood over miles of territory, which he inspected carefully, with the experienced eye of a veteran.

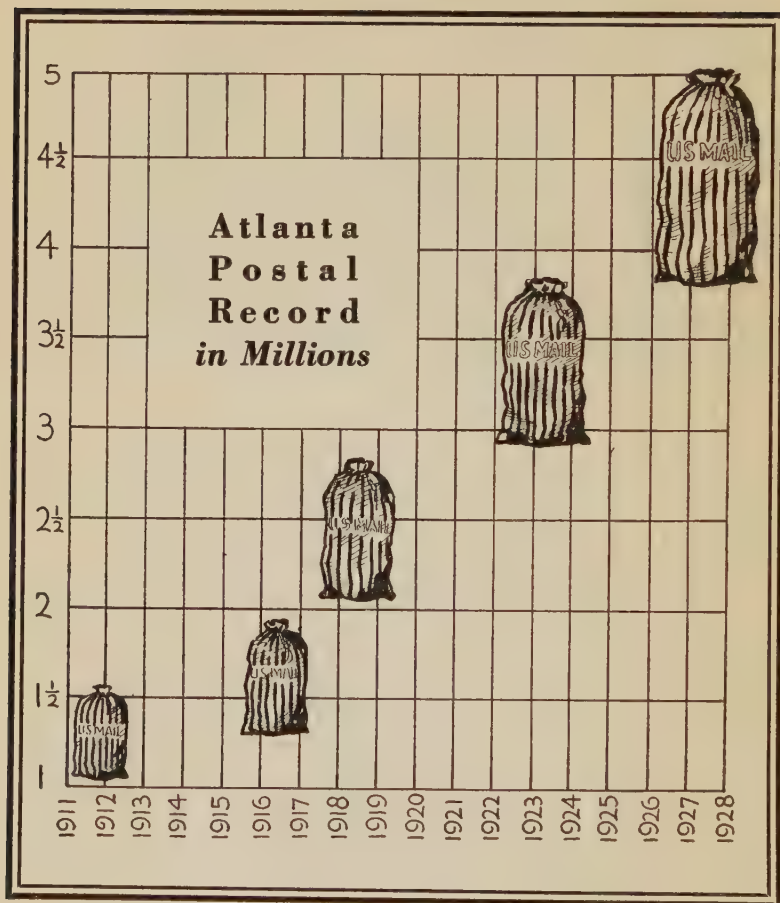
He asked the Chamber of Commerce to get options on several suitable tracts of about a thousand acres and have them in shape for delivery to the Government when it was ready to close a purchase.

It was quite a task to get large bodies of land together in suitable locations on main lines of railway, but after much work they were submitted to a board of army engineers who chose the site where Camp Gordon was built.

It was thirteen miles from Atlanta and the Chamber of Commerce had to guarantee a water supply. The army engineers demanded a water supply from the Atlanta system, which had been tested by the use of the people, and said water mains must be laid over the thirteen miles of road to Camp Gordon, or they would recommend another site to the Secretary of War. It took \$200,000 to lay that main.

The Chamber of Commerce rose to the occasion with a special committee. It was a fine group of men and they met

## ATLANTA FROM THE ASHES



## ATLANTA FROM THE ASHES

every emergency at a time which made great demands on the community.

The whole citizenship rose to the occasion. They did everything they were called upon to do, gave their money until it hurt and labored without limit on any work that devolved upon them.

The committees on community war work performed a fine service in bringing the people of Atlanta into cordial and helpful relations with the soldiers at Camp Gordon and many of these recruits were received and treated as honored guests in the best homes of Atlanta.

The churches and their organizations aided this work effectively and the whole community was animated by a high spirit of service.



## IX

ATLANTA's civic, commercial, financial and professional forces are wonderfully organized, with 350 separate clubs and societies.

Ninety of these bodies are connected with the Presidents' Club, which was organized in 1913 to unify the forces of the city for civic progress.

The civic and fraternal clubs have done great work for the upbuilding of Atlanta and much of it has tended to the making of men and the elevation of the standard of citizenship.



## ATLANTA FROM THE ASHES

Notable in this respect is the loan fund of the Rotary Club, which in six years has aided 237 college students to continue their studies and 152 of them have graduated and gone out to take their places in the world of affairs.

The fund amounts to \$28,721 and is steadily increased by the interest paid on the loans. Seventy-nine of the beneficiaries have paid their loans in full and others are paying in monthly installments.

Similar work has been done by the Kiwanis and Civitan Clubs, and the Scottish Rite Masons have established and maintain a hospital for crippled children.

The Civitan Club, besides its benevolent work, was instrumental in establishing Camp Civitania for the Girl Scouts and has done valuable educational work through scholarship loans.

The Kiwanis Club became interested in the Home for the Friendless in 1920 and since that time has contributed \$20,000 to that institution, including \$5,000 toward the purchase of a new site of eight acres. On April 5, 1927, the Kiwanis Club raised by subscription another \$35,000 to build a boys' dormitory for the Home on its new location. Members of the club have made themselves "Kiwanis daddies" to the unfortunate children in this institution and by individual

## ATLANTA FROM THE ASHES

### *Civic Organizations*

The leading 25 organizations mentioned below have 36,189 members. The whole group has probably not less than twice as many.

American Institute of Architects .....	50
American Institute of Banking.....	600
Automobile Association .....	200
Builders Exchange .....	250
Bar Association .....	350
Chamber of Commerce.....	3,000
Civitan Club .....	100
City Club .....	124
Convention and Tourist Bureau.....	250
Evangelical Ministers Association.....	148
Freight Bureau .....	150
Fulton County Medical Association.....	404
Georgia Manufacturers Association.....	350
Hotel Men's Association.....	18
Kiwanis Club .....	190
Lion's Club .....	60
Merchants and Manufacturers Association.....	150
Real Estate Board.....	300
Retail Merchants Association.....	300
Rotary Club .....	205
President's Club .....	290
Woman's Club .....	900
Federation of Women's Clubs, 107 clubs.....	14,000
Masons, 30 lodges.....	14,000
Total.....	36,189

## ATLANTA FROM THE ASHES

attention and benevolence have brightened the lives of these homeless ones.

One-fifth of the Masons in Georgia live and work in Atlanta and its suburbs, Decatur, Hapeville, College Park and East Point. There are in Georgia 685 Masonic lodges with 70,167 members and of these 30 lodges with 14,000 members are in the Atlanta district.

The Masons of Georgia, besides other benevolences, own and sustain an orphan asylum at Macon, and the lodges of the Atlanta district contribute largely to its support. The Scottish Rite Hospital for crippled children is a Masonic institution.

The largest and most important civic organization in the city is the Atlanta Chamber of Commerce, organized forty-five years ago, and now, with about three thousand members, the most active and influential civic body in the Southeastern states.

Its presidents, officers and directors constitute an honor roll of the master builders of Atlanta, who have led in almost every progressive civic movement during the past forty years. Lasting monuments of its work are seen in public buildings and institutions for which it started the movements and raised millions of dollars.

## ATLANTA FROM THE ASHES

Notable among these are the Auditorium-Armory, the Southeastern Fair, the new Grady Hospital building, ten school buildings, the sewage disposal plant and miles of water main paid for by the bond issue of 1910 started by the Chamber of Commerce.

The Chamber of Commerce raised \$500,000 to secure Emory University and a committee working through the Chamber raised \$260,000 for Oglethorpe University. A public safety committee of the Chamber of Commerce led the war work of Atlanta and secured the location of Camp Gordon near this city.

At present the Chamber of Commerce is conducting many important enterprises, including work to make this city an airport.

The Forward Atlanta Commission appointed by the Chamber of Commerce in 1925-1926 raised \$1,250,000 to advertise the city, and through its activities 450 important industrial and commercial concerns came to Atlanta within two and a half years, adding more than twenty-two millions to its annual payrolls.

The Atlanta Chamber of Commerce grew out of and succeeded the Board of Trade, which was organized April 12, 1866. The following officers served that body:

## ATLANTA FROM THE ASHES

W. C. Clayton, President, 1866 to 1867; J. S. Peterson, Secretary.

W. M. Lowry, President, 1867 to 1871; Perino Brown, Treasurer.

The Chamber of Commerce was organized July 29th, 1871, succeeding the Board of Trade. The first officers were:

President, Benj. F. Crane. Vice-Presidents: W. J. Garrett, John H. James, A. Leyden, W. A. Moore, J. J. Meador, C. A. Pitts. Secretary, M. E. Cooper; Treasurer, W. H. Fuller.

Since then the presidents have been:

Benj. F. Crane .....	1871
R. J. Lowry .....	1885
J. G. Oglesby .....	1888
Rufus B. Bullock .....	1890
Stewart F. Woodson .....	1893
T. B. Neal .....	1896
L. H. Beck .....	1899
J. K. Orr .....	1901
Robt. F. Maddox .....	1904
Sam D. Jones .....	1906
J. Wylie Pope .....	1907
Asa G. Candler .....	1908
Frederic J. Paxon .....	1910
Wilmer L. Moore .....	1912
Mell R. Wilkinson .....	1914



## ATLANTA FROM THE ASHES

V. H. Kriegshaber.....	1916
Ivan Allen .....	1917
W. H. White, Jr.....	1918
Samuel C. Dobbs.....	1919
Eugene R. Black .....	1920
Lee Ashcraft .....	1921
W. O. Foote .....	1922
Alfred C. Newell.....	1923
Paul H. Norcross.....	1924
W. R. C. Smith.....	1925
W. D. Hoffman.....	1926
Geo. W. West.....	1927
Milton Dargan, Jr.....	1928

The Atlanta Woman's Club, with 900 members, has for many years been active in civic work and other measures for the advancement of Atlanta and Georgia.

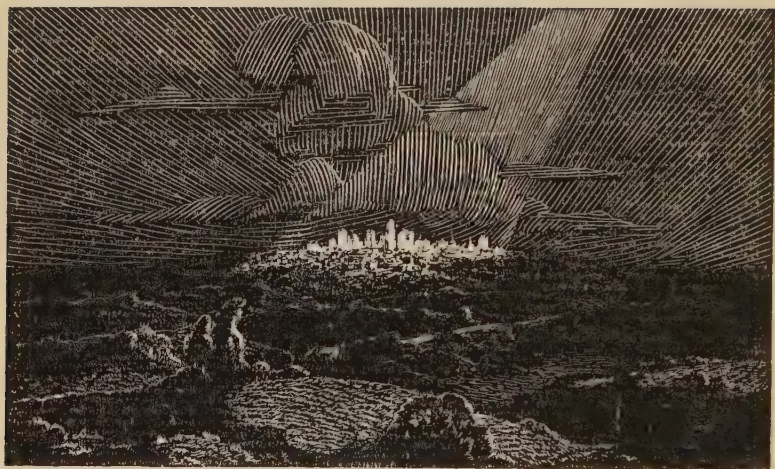
In the City Federation of Women's Clubs, 107 different organizations, with a total membership of 14,000, are represented.

Among other important work they have given several perpetual scholarships to the Tallulah Falls School, which is owned and operated by the Georgia Federation of Women's Clubs, and raised \$20,000 for one of the buildings in that school.

## ATLANTA FROM THE ASHES

The Atlanta Federation subscribes to the student aid foundation of the Georgia Federation, and last year established a library at the State Tuberculosis Sanitarium, with 3,000 books, naming the library for their president, Anne Trippe Rambo. Another activity of the City Federation is conducted by the Soldiers' Relief Committee for the benefit of soldiers at Hospital 48. They built and presented to the hospital the stone shelter at the street car stop near its entrance.

The Atlanta Federation was organized in 1898 and eighteen of the foremost women of the city have led its work as presidents.



## X

OF Atlanta's 273,000 people 110,000 are in 242 churches, 50,000 are in Sunday schools and 10,000 are in young people's societies connected with the churches. The Home Mission Boards of the Baptist and Presbyterian churches for the Southern states have their offices in Atlanta and vast sums are collected and disbursed in building churches, evangelical work, and other religious activities.

The Georgia headquarters of the Baptist denomination are in Atlanta. The Baptists of Georgia have built and main-

## ATLANTA FROM THE ASHES

tained in Atlanta a hospital which cost \$750,000 and has beds for 160 patients. The Baptist Orphan Asylum for Georgia is at Hapeville, a suburb of Atlanta.

Atlanta is Georgia headquarters for Methodists and the home of two bishops of that church.

The Methodists of the South have built and endowed Emory University, to which Asa G. Candler contributed \$1,000,000 and the Chamber of Commerce by subscription \$500,000. As a part of the university system the Wesley Memorial Hospital is maintained with beds for 300 patients. The hospital cost \$1,500,000.

The Methodist Orphan Asylum of Georgia is located at Decatur, a suburb of Atlanta.

Oglethorpe University, built and supported by funds contributed largely by Presbyterians, is located ten miles north of Atlanta. The Synod of Georgia has recently established at Decatur the Columbia Theological Seminary for which the Synod raised \$300,000 and citizens of Atlanta, led by the Presbyterians, gave \$300,000 and 60 acres of land near Decatur.

Agnes Scott College, founded by the generosity of Colonel George W. Scott and named for his mother, is governed by a board of trustees under Presbyterian auspices.

## ATLANTA FROM THE ASHES

The Atlanta Theological Seminary is under the auspices of the Congregational church.

Marist College, a Catholic institution, is operated in connection with the Sacred Heart Church.

The Sisters of Mercy conduct St. Joseph's Infirmary, one of the largest hospitals in the city, with beds for 125 patients. The cost of this institution was \$250,000.

Of the church members 70,000 are white people and 40,000 are negroes, with a church for every 1,101 white and every 910 colored.

The largest church in Atlanta and the second largest in the United States is a negro institution, the Wheat Street Baptist Church, 6,180 enrolled and 4,291 active members, second in size only to the great Olivet Negro Baptist Church of Chicago, which has a membership of 10,000.

The religious forces of Atlanta cooperate in a whole-hearted way. The evangelical ministers' conference with 148 members meets weekly and in the church council 75 churches of different denominations are represented by ministers and laymen.

The spirit of brotherhood was illustrated first in 1845, when Atlanta with only 100 inhabitants, built a union church on the present site of the Candler building, where Protestants,



## ATLANTA FROM THE ASHES

Catholics and Jews worshipped God together until they were strong enough to build separate churches. Father O'Reilly illustrated this spirit when he saved from Sherman's torch, not only the Catholic but several Protestant churches.

Carnegie Library is the successor of the Young Men's Library, a subscription institution which served Atlanta for many years prior to 1899.

Andrew Carnegie's gift of \$145,000 caused the name to be changed and the present building on Carnegie Way was erected. On the acceptance of Mr. Carnegie's gift the city of Atlanta took over the library and has maintained and enlarged it.

At present there are nine branch libraries in different parts of the city and these branches have nearly doubled the circulation of books.

It is a free library, available to citizens of Atlanta and their families.

The circulation of books was 800,000 in 1927 of which 431,472 were furnished by the central library on Carnegie Way and 368,528 were supplied by the branches. Miss Tommie Dora Barker is the librarian.

The Library School, maintained by Carnegie Library and directed by its librarian, is in its twenty-second session and

## ATLANTA FROM THE ASHES

has 234 graduates, of whom 160 are actively engaged in library work, 125 of them in ten Southern states.

It is one of seven fully accredited graduate library schools in the United States and the only one in the South.

Some of the outstanding positions in the South now filled by graduates of the school are: Director of the Birmingham Public Library; librarian of the Emory University library; secretary of the Georgia library commission; librarian of the Georgia School of Technology; librarian of Agnes Scott College, librarian of Oglethorpe University; librarian of the Carnegie Library of Atlanta who is also director of the Library School; director of the North Carolina Library Commission; librarians of the public libraries of Charlotte, Greensboro, High Point, Winston-Salem and Durham, North Carolina; while there are many holding important positions as heads of departments and assistants in public libraries, in college and university libraries, normal schools and high schools.

Forty years ago Atlanta had hardly any hospital facilities. Now there are eighteen hospitals and plants that cost five million dollars, 2,000 beds for patients, 600 nurses, 500 doctors and an annual expenditure amounting to nearly two million dollars.

The medical profession has increased in that time from 175 to about 600. Hospital equipment and the equipment of

## ATLANTA FROM THE ASHES

doctors' offices is abreast of the times and the profession is thoroughly organized, with some of the ablest specialists and general practitioners in the country.

The general hospitals are supplemented by those for crippled children, incurable disease patients, the Steiner clinic and the Battle Hill Sanitarium for tubercular patients.

The Fulton County Medical Association meets monthly to discuss professional work and its proceedings sometimes include reports on important research work.

Atlanta, being the railroad center of the Southeast, has received constantly increasing demands on its medical skill and hospital facilities.

In connection with these hospitals there are nurses' training schools in which 600 young women are prepared for effective service in hospitals. Of these about 150 graduate each year.



## XI

ATLANTA has sixty-three parks, of which the largest are Grant Park, with 144 acres; Piedmont Park, with 185 acres, and Lakewood Park, with 368 acres. Altogether the parks cover 1,200 acres and their total estimated value is \$2,762,000.

There are large swimming pools at Piedmont, Grant, Mozley, Maddox, Oakland City and Washington Parks and at

## ATLANTA FROM THE ASHES

Piedmont and Grant Parks some 94,790 persons enjoyed the bathing facilities during the past year. At Piedmont Park there is a stone bath house with 1,500 steel lockers.

Piedmont Park, at the eastern end of Fourteenth Street on the north side, the site of the Cotton States Exposition, is beautifully improved. Besides the swimming pool and bath house it has municipal golf links and tennis courts.

Grant Park, at the eastern end of Georgia Avenue, in the southeastern part of the city, was founded by Colonel L. P. Grant, a pioneer citizen, who gave 100 acres for the purpose. The city added 44 acres by purchase and the Gress Zoo was contributed by Mr. G. V. Gress.

A notable feature of Grant Park is the Cyclorama, a great painting of the Battle of Atlanta, housed in a circular concrete building 400 feet in circumference and 50 feet in height.

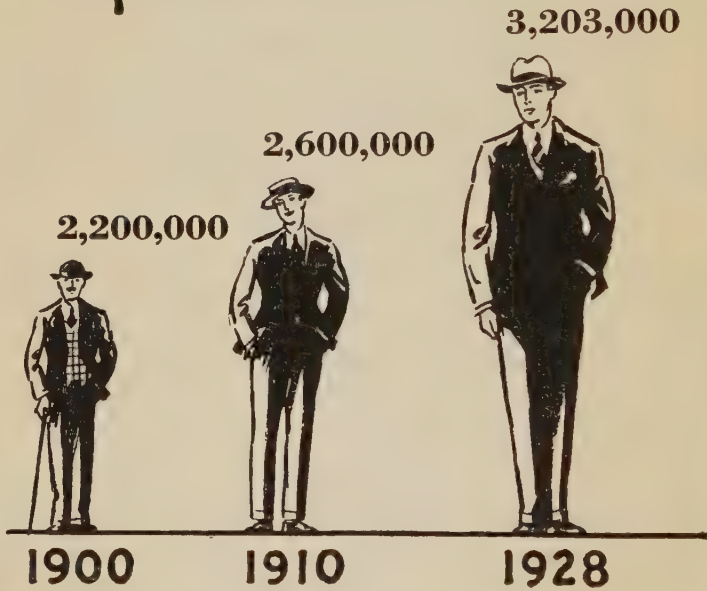
This picture is considered a good representation of the battle and is of priceless historic value. In 1926 some 92,052 persons paid to see it.

Lakewood, the largest park, is located about four miles southeast of the center of Atlanta. The ground is owned by the city, but is leased for 25 years to the Southeastern Fair Association, which was organized by the Atlanta Chamber of Commerce in 1914 to hold the Southeastern Fair. That enter-



ATLANTA FROM THE ASHES

# Georgia's Growth in Population—



## ATLANTA FROM THE ASHES

prise is jointly supported by the city, the county of Fulton and the Chamber of Commerce.

It has brought over two million people to Atlanta in 12 years and has distributed \$687,000 to farmers in prizes.

The improvements put on the city's property at Lakewood by the Fair Association and Fulton county amount to about a million dollars and the fair has been a great stimulus to farming and animal industry.

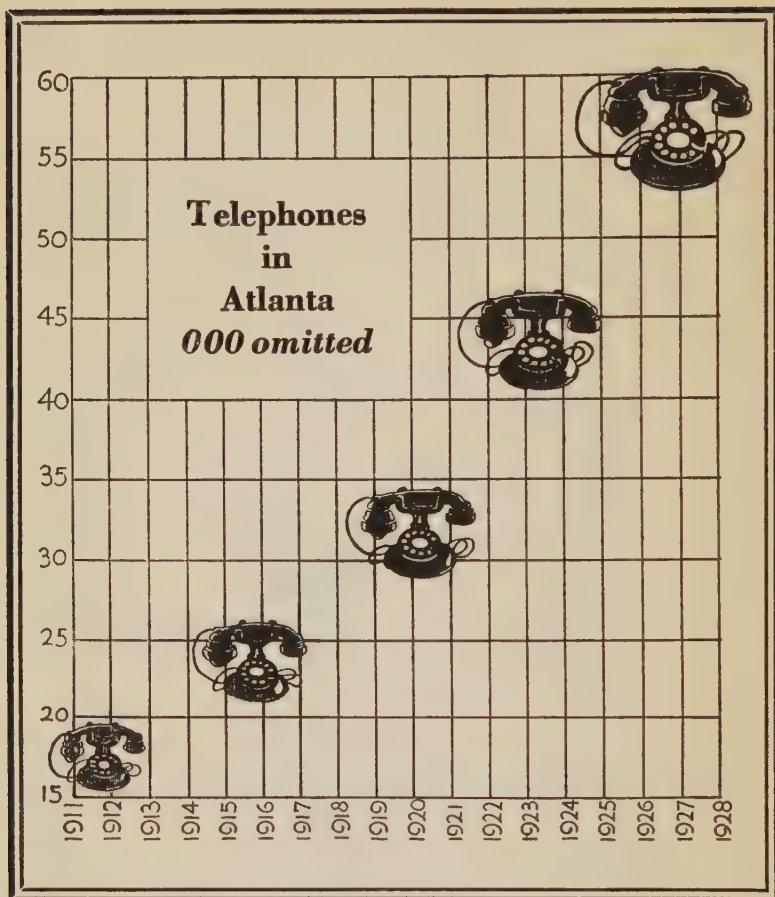
The city owns golf courses at Piedmont Park, the James L. Key links near Grant Park, and the Bobby Jones course in Candler Park. On two of these courses 75,420 persons played golf in one year. Two additional courses are under construction.

The park system includes 63 tennis courts on which thousands of people enjoy this exercise.

Besides this there are 27 playgrounds for white and three for colored children, and in 1926 these grounds were used by 224,534 white and 35,443 colored children.

Atlanta is devoted to the ancient and honorable game of golf and its links have been made famous by some of the greatest golfers in the world. Miss Alexa Stirling first brought Atlanta fame by winning the Woman's Championship, and in recent years Bobby Jones, who has been called "The greatest

## ATLANTA FROM THE ASHES

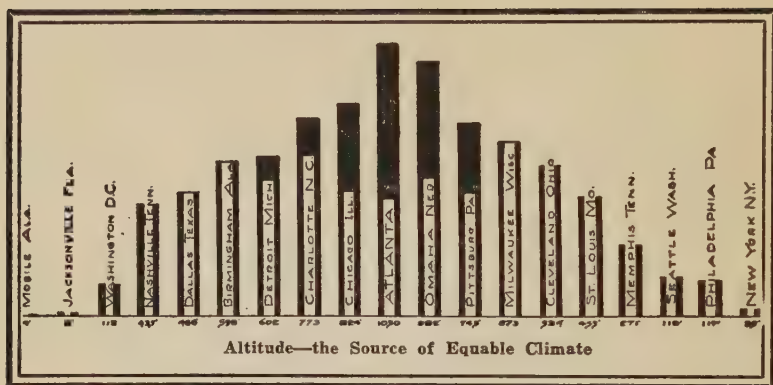


## ATLANTA FROM THE ASHES

golfer of all time," has twice won the open championship of Great Britain, besides several championships in this country.

The most famous of Atlanta's golf courses is at the East Lake Club, where both Alexa Stirling and Bobby Jones learned to play the game.

The Druid Hills Club and the Capital City Club have famous links, and clubhouses and other courses are maintained at Ansley Park, West End, Black Rock and Ingleside, besides the municipal links already enumerated.



## XII

### CLIMATE

SOME misconception naturally exists regarding Southern climatic conditions in the minds of people who have never been in the South, or who have been there only during the winter months.

There is a general impression that Southern summers are unbearably hot. This is not true. There are hot days in the South, but, in most Southern localities, they are no hotter and no more frequent than in the Middle West, in the Ohio and the Northern Mississippi Valleys and in the Atlantic Coast cities from Baltimore to New York. In fact, heat prostrations,

## ATLANTA FROM THE ASHES

which take a heavy toll of deaths in Northern cities every summer, are practically unknown in the South. A few comparisons based on the records of the United States Weather Bureau will demonstrate this.

The highest temperature on record at New York City is 102 degrees and the highest at Atlanta, Georgia, 100 degrees; the highest on record at Pittsburgh, Pennsylvania, is 103 degrees and at Birmingham, Alabama, 100 degrees; the highest on record at Omaha, Nebraska, is 110 degrees, and at Memphis, Tennessee, 104 degrees; the highest on record at Boston, Massachusetts, is 104 degrees and at Brunswick, Georgia, 103 degrees; the highest on record at Denver, Colorado, is 105 degrees and at Asheville, North Carolina, 95 degrees.

The topography of the Atlanta area is responsible for its exceptionally favorable climatic conditions. The influence of altitude and of proximity to the oceans are apt to be overlooked. During the hottest period of the summer, the temperature of Atlanta remains above ninety degrees Fahrenheit, on the average, for only three consecutive days at a time and has reached 100 degrees but five times during the past forty-nine years.

The normal annual precipitation in Atlanta is 49.3 inches of rainfall. The division of the year into cloudy and bright



## ATLANTA FROM THE ASHES

### VALUE OF AGRICULTURAL PRODUCTS



#### Aggregate Value of All Crops and Livestock Products

1900 - \$104,304,000

1910 - 257,351,000

1927 - 339,685,000



#### Value of Crops

1900 - \$86,345,000

1910 - 216,972,000

1927 - 250,685,000

#### Aggregate Farm Crop Acreage



1900 - 8,267,000

1910 - 9,661,000

1927 - 10,695,817

## ATLANTA FROM THE ASHES

days is in the average ratio of forty and sixty per cent respectively. This is the most satisfactory combination of fine working weather for manufacturing and out-of-door construction, and crop producing precipitation.

These favorable climatic conditions mean dollars to the manufacturer.

Moderate summer heat with cool nights add to the efficiency of labor.

Heating costs for factory buildings are less than in the North.

Freight and passengers are not subject to interruption by snow-blocked railroads.

Hydro-electric power is not shut down by frozen streams.

Outside operations are not delayed by cold and snow.

Employes are not snowbound and unable to reach their work on time.

Living conditions are easier, fuel and clothing costs being reduced.

The even temperature and low humidity are factors producing good behavior of raw materials in process.



## XIII

### TAXES

**G**EORGIA has no state income tax. Georgia has no state inheritance tax, but takes 80 per cent of the Federal inheritance tax and nothing from the estate of the deceased. Georgia thereby derives benefit of this revenue without imposing extra taxation on its residents.

Taxes in the Atlanta industrial area are most reasonable. It is practically impossible to compile an accurate table of comparisons due to the many methods in vogue of assessing and levying taxes. It is a fact, however, that taxes in this area will compare most favorably with any in the country.

## ATLANTA FROM THE ASHES

The Constitution of the State of Georgia was amended by popular vote in 1924, allowing the counties and cities to exempt for a period of five years extensions and new industries from county and city taxation. A great many of the counties and cities in Georgia have availed themselves of this privilege. This is evidence of the friendly public sentiment which greets the newcomer in this territory.

An editorial in the December 30th, 1926, issue of the *Charlotte Observer* pointed out that the State of Georgia benefited most from the southward movement of textile industries from the North and East.

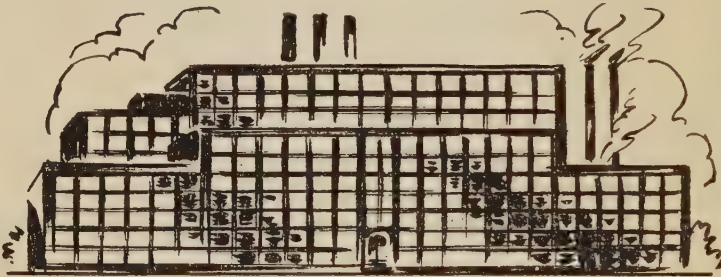
The newspaper remarked upon the significance of the fact that the Southern States have drawn an imposing list of new industries and from the list published by the newspaper it was apparent that Georgia has gained far more of these new manufacturing enterprises than any other of the Southern States.

The *Charlotte Observer* quoted one of the outstanding industrial captains of the South as authority for the statement that the comparison of taxes on textile mills between the states of New England and the Southern States show that both Georgia and Alabama have the most attractive rates.

ATLANTA FROM THE ASHES



**1900 - \$94,532,368**



**1925 \$648,852,000**

**Growth of Manufacture  
in Georgia**

## ATLANTA FROM THE ASHES

Supporting this statement that Georgia had fared more favorably than any other of the Southern States in industrial development, the *Charlotte Observer* cited a list of 19 industries that have located in Georgia within the past three years.

During the last five years Georgia has led all states in the Union in the increase of its textile industry. This is significant in that it is situated in a territory where the difference in taxes can be a deciding factor in the choice of one state or another for a location.





## XIV

### LABOR

THE labor supply, and quality, taken together not only constitute a major factor in the selection of a site for an industrial plant but often are of transcendent importance in manufacturing success.

The South furnishes an ample supply of native and American born help which is intelligent, reliable and equal in efficiency to the Northern worker. They are all English speaking, have lived on the spot for generations and are much easier to train.

## ATLANTA FROM THE ASHES

The population of the Southern States will average about ninety-seven per cent native born Americans. The Carolinas and Georgia are slightly above this figure, while Alabama and Mississippi are just a little less.

While the method of controlling Southern labor is radically different from the method of controlling the foreigners in Northern mills, Southern workers are amenable to control and, on account of intelligence and the capacity for speaking English, are more apt to understand the situation as it exists. They are proud and sensitive but once their confidence is gained, make a splendid class of employes.

The labor situation in Atlanta is excellent, because there is an ample supply; it is of a superior character; the white labor being nearly all native, Anglo-Saxon Americans. They are intelligent, honest and speak the English language, and therefore, labor troubles are infrequent and never serious.

The competency of this labor is indicated by the fact that all of the tall buildings and engineering works which have been built in Atlanta have been constructed by Atlanta labor, almost exclusively.

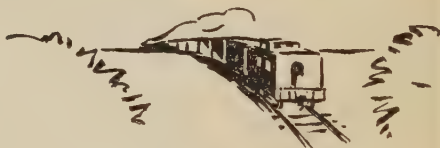
Labor of the better class naturally gravitates to Atlanta, because of the absence of labor troubles; the fact that the

## ATLANTA FROM THE ASHES

### GEORGIA

#### Exports

1900 . . \$	45,626,000
1910 . .	78,021,000
1925 . .	98,533,745
1926 . .	114,024,373



#### Imports

1900 . . \$	448,000
1910 . . .	3,928,000
1925 . . .	22,917,445
1926 . . .	19,489,663



## ATLANTA FROM THE ASHES

relationships between the laborer and employer are usually of a pleasant and mutually considerate nature; the climate, which permits of out-of-door work 12 months in the year, no time being lost because of extreme cold weather, blizzards and the like in winter, nor excessive heat in the summer.

While labor unions exist in Atlanta they appear to be dominated by men of judgment and common sense. The city, however, is "open shop" and both union and non-union men work together in harmony and without conflict.

The majority of the common labor is performed by the negro population which is well qualified for this character of work and content to be engaged in it.

The scale of wages is often materially lower than that which exists in other cities, but these comparatively low rates of pay are more than counterbalanced by the fact that the work is continuous, not being interrupted either by reason of strikes or weather conditions. Hence, the total earnings and the comforts, obtained by labor in Atlanta, are equal to, and in most cases exceed, the corresponding benefits which labor obtains in other sections.



## XV

### RAW MATERIALS

**T**HE raw materials available for fabrication, in and near Atlanta, are numerous and extensive. The most important ones and which may be found in commercial quantities, within a radius of less than 110 miles, are the following:

## ATLANTA FROM THE ASHES

### 1. COTTON

Chief agricultural resource of Georgia. The annual production normally was 2,500,000 bales but with advent of the boll weevil, production dropped off. It has been increasing steadily since, however. The annual production in bales for the past three years is as follows:

1923-24—618,812 bales    1924-25—1,030,202 bales  
1925-26—1,192,082 bales

### 2. LUMBER AND TIMBER

Enormous quantities of standing timber of nearly every kind. The principal classes of timber used industrially are:

- a.* Yellow pine, for general lumber purposes.
- b.* Poplar, for trunks, boxing and similar uses.
- c.* Dogwood, principally for cotton mill bobbins.
- d.* Oak, for building trim, stairways and similar uses.
- e.* Hickory, used principally for tool handles.
- f.* Cedar, which is used principally for cabinet making and in some instances, building trim.

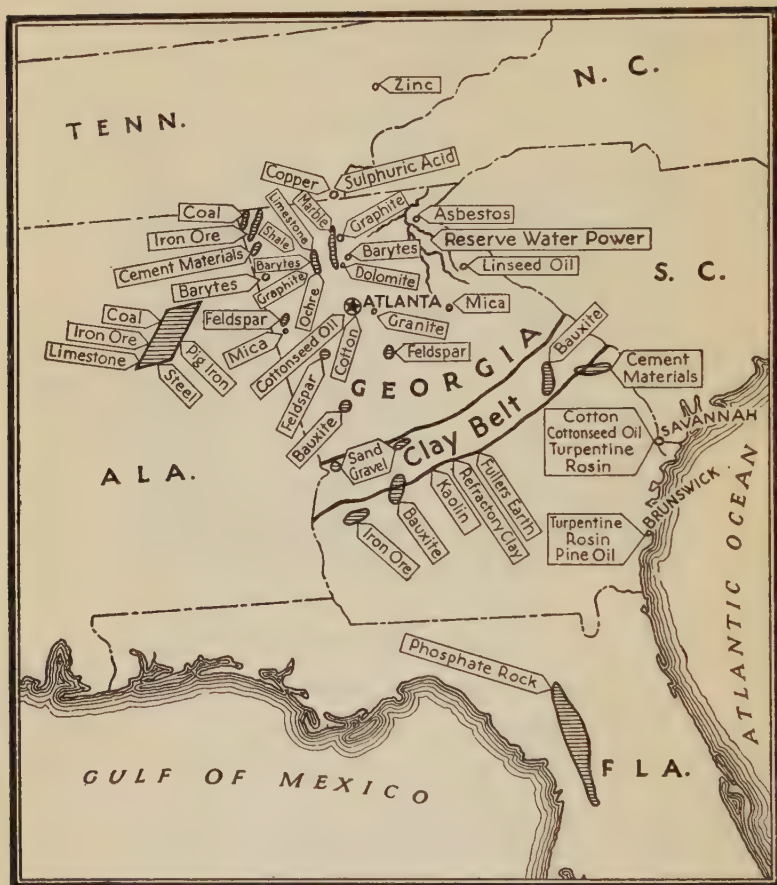
Wood pulp is now being produced and this production should be greatly increased. The supply of raw material for this purpose is almost inexhaustible.

### 3. MASONRY AND CONSTRUCTION MATERIALS

*Granite* of fine quality, starting at Stone Mountain and ex-



# ATLANTA FROM THE ASHES



## ATLANTA FROM THE ASHES

tending through Lithonia, is sufficient to meet the needs of the entire United States.

*Limestone* is found in great abundance in northwest Georgia, within a distance of ninety miles of Atlanta.

*Concrete Aggregate*, a by-product from granite, limestone and marble quarries, is available from within fourteen to eighty miles of Atlanta.

*Marble* output of Georgia exceeds that of any state in the Union except Vermont. The principal quarries are within fifty miles of Atlanta.

*Portland Cement Materials* such as limestone, shales, and certain kinds of clays are located comparatively near the city.

### 4. COAL

Coal deposits are found in Dade, Walker and Chattooga Counties. The total available amount is estimated at nearly one billion tons of which about 15,000,000 tons have been mined. The mines are from ninety to 120 miles of Atlanta.

### 5. IRON ORE

Iron ores of workable quality are found in nearly all the counties of the northwestern part of the state, at a distance of from sixty to 100 miles of Atlanta.

### 6. CERAMIC RESOURCES

Clays of nearly every character are available within the limits of the state and many deposits are within a compara-

## ATLANTA FROM THE ASHES

tively short distance of Atlanta. The thickness and extent of the clay beds and the purity of the clays is probably not duplicated in this country.

The value of clay products manufactured during 1924 in Georgia, was \$6,032,950. This consisted of roofing tile, hollow building tile, sewer pipe, terra cotta, red face brick, fire brick and common brick. The terra cotta is made largely from clays brought from Georgia refractory clay, while the greater portion of Georgia's clay products are made from alluvial clays and shales.

It is apparent that with all the vast raw materials available in Georgia for the manufacture of Ceramic products and with the induction of technical control trained by the School of Ceramics of the Georgia School of Technology, the potential development of this industry appears to be unlimited.

### 7. OTHER MINERALS

*Ocher* mines, forty-eight miles from Atlanta, yielding the highest grades, produce nearly one-half the yellow ocher used in America.

*Barytes* output of Georgia now exceeds that of any other state.

*Talc and Soapstone* occur in a large number of places about fifty miles north of Atlanta.

## ATLANTA FROM THE ASHES

*Manganese* in enormous quantity, carrying from fifteen to thirty-five per cent of metallic manganese, occurs in north-west Georgia.

### 8. DAIRY PRODUCTS

There are many dairy farms within short distances from Atlanta.

Milk is shipped into Atlanta from Alabama and Tennessee over distances as great as 200 miles. However, the shipping facilities are adequate for the transportation of much larger quantities of milk, not only sufficient to supply the normal dairy demand for the city, but to furnish raw material for any industry which might locate within the Metropolitan Area of the city.

### 9. FRUITS AND GENERAL FARM PRODUCTS

Fruits and general farm products are grown in abundance, which can be turned into pickles, jellies, jams; preserved whole, or canned in a natural state.

All of these growths are raised within a short range of Atlanta, with the exception of those of a sub-tropical character which can be grown only in the southern-most part of the state.

Since Atlanta is the Industrial Headquarters and Financial Capital of the South, it is interesting to note the wealth of natural resources found in and produced by the South. If

## ATLANTA FROM THE ASHES

### *Percentage of American Raw Material Produced In the South*

*(From the latest available U. S. Census figures)*

U. S. Cotton.....	100%	Mica .....	57%
World's Cotton .....	55%	Quartz .....	50%
Cotton Seed Oil.....	100%	Lumber .....	50%
Barytes .....	92%	Asbestos .....	48%
Talc and Soapstone..	33%	Lead .....	45%
Zinc .....	42%	Asphalt .....	40%
Sulphur .....	99%	Feldspar .....	40%
Bauxite* .....	100%	Mine, Quarry and Well	
Fuller's Earth .....	100%	Products Value ...	34%
Turpentine .....	100%	Mineral Products ...	33%
Rosin .....	100%	Pyrites .....	33%
Phosphate Rock ....	90%	Lime .....	30%
Aluminum .....	90%	Chromite .....	27%
Natural Gas Gasoline.	75%	Coal .....	26%
Fertilizers		Quicksilver .....	25%
(Commercial) ....	73%	Fluorspar .....	24%
Natural Gas .....	60%	Sand and Gravel....	24%
Graphite .....	60%	Mineral Water .....	24%
Petroleum .....	59%	Cement .....	18%

\*Approximate.

## ATLANTA FROM THE ASHES

Stone .....	18%	U. S. Flour and Grist	
Clay Products .....	18%	Mills Products	
Coke .....	16%	Value .....	22%
Gypsum .....	14%	Milk .....	21%
Pig Iron .....	12%	Hay .....	16%
Winter and Early		Pears .....	15%
Spring Vegetables .	90%	Wheat .....	15%
U. S. Crop Values...	42%	White Potatoes .....	15%
Chickens .....	42%	Sugar Cane .....	100%
Cabbage .....	40%	Cane Sugar .....	100%
Peaches .....	40%	Cane Syrup .....	100%
Citrus Fruits .....	40%	Molasses .....	100%
U. S. Agricultural		Peanuts .....	100%
Products Value ...	38%	Cow Peas .....	97%
Honey .....	36%	Soy Beans .....	91%
Corn .....	35%	Sweet Potatoes .....	91%
Eggs .....	33%	Sorghum Syrup .....	90%
Fishery Products		Tobacco .....	83%
Value .....	30%	Rice .....	80%
Berry Crop .....	28%	Grain Sorghum or	
Apples .....	25%	Kaffirs-Broom Corn.	60%
Sugar .....	25%	Butter .....	50%



## ATLANTA FROM THE ASHES

53%	of U. S. Farms
50%	of U. S. Native White Farmers
50%	of U. S. Cotton Spindles
45%	of U. S. Cotton Mill Capital
43%	of U. S. Cotton Looms
40%	of U. S. Farm Acreage
40%	of U. S. Forest Area
36%	of U. S. Railroad Mileage
36%	of U. S. Export Values
34%	of U. S. Population
33%	of U. S. Cattle
35%	of U. S. Swine
33%	of U. S. Mine, Quarry and Well Capital
32%	of U. S. Land Area
30%	of U. S. Milk Cows
28%	of U. S. Farm Property Values
26%	of U. S. Horses
25%	of U. S. Saw Timber
24%	of U. S. Banking Capital
75%	of U. S. Coking Coal Area
65%	of U. S. Coast Line

## ATLANTA FROM THE ASHES

we realize that America is the principal producer of the world's raw materials, the figures of the Southern production will have a greater significance.

The available resources are even greater than these figures indicate and great growth has taken place since the last census. Development has only begun.

The original forest area of the nation consisted of some 832 million acres, containing about 5,200 billion board feet. It has been reduced to 460 million acres, with the remaining timber standing estimated a little over 2,000 billion feet, less than half the original stand.

Centers of lumber production have shifted during the past fifty years. The importance of the various lumber sections in 1869 is reflected by the figures on page 92.

The once important lumber sections have yielded to the axe and saw. The situation stands, with regards to relative importance of production, approximately as shown in the tabulation on page 92.

Of the timber now remaining 1,755 billion feet is softwood, the balance, 460 billion feet, consists of hardwoods. More than half of the remaining hardwood is in the South.

These figures give a clear picture of this shifting industry. The Northeastern States have dropped from a production per-

# ATLANTA FROM THE ASHES

## *Shifting Trend of Lumber Industry*

Section	1869	Today	
	Quantity (Million B.F.)	Per Cent	Quantity (Million B.F.) Per Cent
Northeastern States . . . .	4,555,748	35.7	1,618,939 4.5
Central States . . . . .	2,284,343	17.9	2,036,517 5.7
Southern States . . . . .	1,287,750	10.1	16,239,007 45.2
Lake States . . . . .	3,592,202	28.1	2,338,104 6.5
Pacific Coast States . . . .	557,778	4.4	11,929,386 33.2
Rocky Mountain States . .	58,796	.5	1,700,000 4.7
All other States . . . . .	417,166	3.3	69,000 .2

## ATLANTA FROM THE ASHES

centage of 35.8 of the total lumber cut to 4.5 per cent. The Southern States have risen from 10.1 to 45.2 per cent. The Pacific Coast States have turned to the virgin forests and are now cutting more than ten billion feet annually. The Southern and Pacific Coast States are today furnishing nearly 80 per cent of the country's annual production.

Among the Southern States, Louisiana, with an annual cut of more than three billion feet, is the leader; Mississippi, producing more than two and one-half billion feet, is second; Alabama, third; Arkansas, fourth; Texas, fifth, and Georgia, sixth.



## ATLANTA FROM THE ASHES

### *Primary Hydro-Electric Power Industrial Rates*

A service charge of \$1.11 per kilowatt of maximum demand per month, plus an energy charge as follows: (Rate in cents per kilowatt hour).

	<i>Cents</i>
First 10,000 kilowatt hours per month.....	1.44
Next 10,000 kilowatt hours per month.....	1.22
Next 10,000 kilowatt hours per month.....	1.00
Next 20,000 kilowatt hours per month.....	0.80
Next 50,000 kilowatt hours per month.....	0.70
All over 100,000 kilowatt hours per month.....	0.60

The average rate earned under the above schedule in any one month shall not be less than one cent net per kilowatt hour.

The above rates (both maximum demand and energy charge) are subject to ten per cent discount if bills are paid on or before the final discount date indicated on the bill.



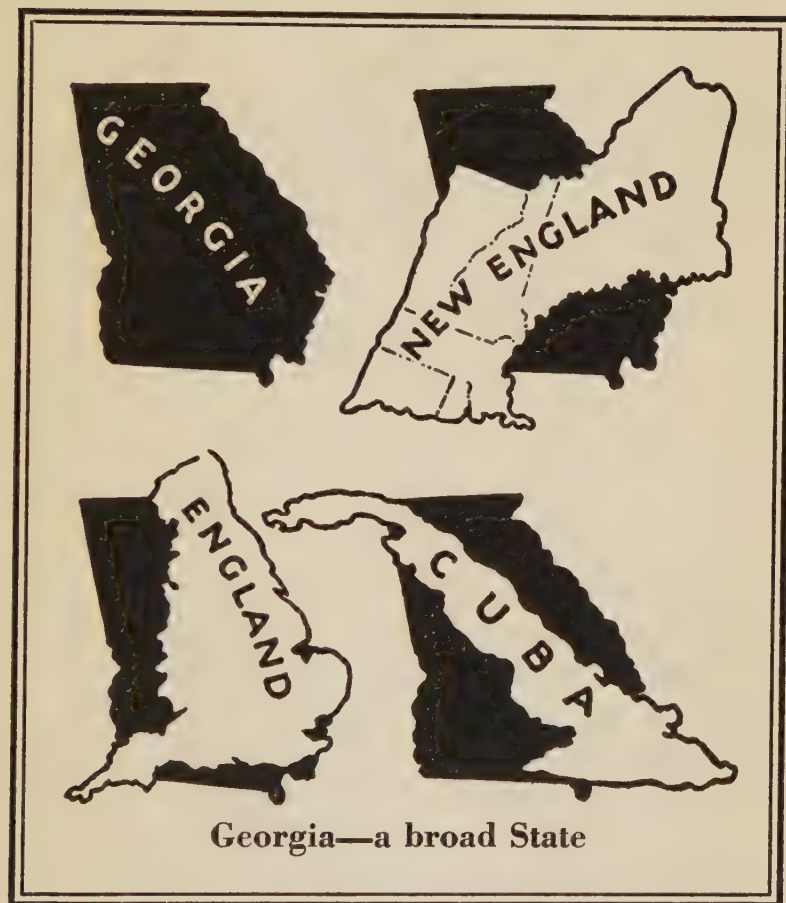
## ATLANTA FROM THE ASHES

Situated on the Piedmont Plateau, easily accessible to large power developments in the Blue Ridge Mountains of North Georgia, Atlanta is most favorably located with respect to cheap, adequate and dependable supply of hydro-electric power, making possible rates which compare favorably with the lowest in the country.

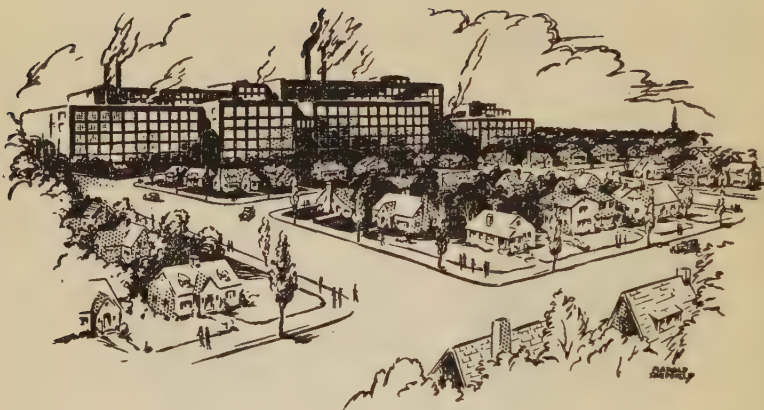
There is no section of the United States, with the exception of that adjacent to Niagara Falls or in sections where the streams are fed from perpetual snows, where the flow of streams and rivers can be so thoroughly depended upon. Power stations, now completed and in operation, are capable of an average annual output exceeding 500,000,000 kilowatt hours.

Atlanta is the terminal point for nine long-distance, high-tension electrical transmission lines. It is the hub of the Southeastern super-power system, the Georgia lines being linked with those of the large power producers of Alabama, Tennessee and the Carolinas. The hydro-electric and steam plant resources of these companies insure to Atlanta and its territory a power service absolutely dependable at all seasons of the year.

ATLANTA FROM THE ASHES



Georgia—a broad State



## XVII.

### TEXTILES

**S**EVENTY-EIGHT years ago the South greeted the year of 1850 with 265,000 active spindles. New England that year had 2,959,000 spindles, and they consumed 431,000 bales of cotton, the Southern mills using only 78,000 bales.

But vast changes have taken place since 1850. The textile industry has shifted Southward where labor and cheap power are at its doors in abundance. The United States Census Bureau reports that on January 1, 1928, there were in-

## ATLANTA FROM THE ASHES

stalled in cotton mills in the United States a total of 36,494,496 spindles, of which 18,399,832 were in the mills in the Southern States, and outside of the cotton growing states 18,094,664 spindles. As of that date the South had 305,168 more spindles than the other states, or 50.42 per cent of all of the machinery engaged in spinning cotton in the United States.

Of the 1,366 textile plants in America in 1925, whose principal products were cotton goods, 809 were in the cotton-growing states, 332 in New England and 225 in all other states. The output of the plants in the cotton-growing states were valued at \$929,107,000, that of the New England mills at \$607,925,000 and all other states at \$117,336,000, aggregating a total value of \$1,714,367,787. These mills gave employment to 445,184 people, who received in wages nearly \$400,000,000.

Massachusetts still holds tenaciously to first place, but her position is none too secure. The Southern States, led by North Carolina, made sharp inroads in 1925, the relative standing of the principal states in 1921 and 1925 is shown in the table on page 100.

## ATLANTA FROM THE ASHES

### *Value of Products*

	1921	1925	% of Gain
Massachusetts . . .	\$313,830,000	\$345,864,000	10%
North Carolina ..	190,990,000	316,069,000	66%
South Carolina ...	146,495,000	230,665,000	57%
Georgia .....	104,984,000	193,424,000	84%

The trend, of course, is clear, but it is interesting to note that of the total value of cotton goods manufactured in 1925, 54.2 per cent was produced by the mills in the cotton-growing states; 35.5 per cent in New England and 10.3 per cent by all other states. Contrast with this 1921. That year the cotton-growing states manufactured 43.9 per cent; New England, 45 per cent, and other states 11.1 per cent.

Today the South consumes over 75 per cent of the total cotton consumed in the whole country. The Southern mills are operating at 136 per cent capacity, single shift basis, as compared with 68 per cent capacity for the New England mills.

## ATLANTA FROM THE ASHES

There are over 56,000 knitting machines in the South, making practically every class of knit goods, and the increase in knitting is greater in the Southern States than in any other section of the country.

More and more the Southern mills are dyeing, bleaching and finishing their goods ready for the market.

The rayon industry, which has grown to impressive proportions in the past few years, is a constantly increasing factor in the Southern textile industry.

The dominant factor behind the movement of textile activity from New England to the South has not been the nearness to raw materials as is popularly supposed, but the supply of excellent Southern labor. Work is continuous, not being interrupted either by reason of strike or weather conditions. In spite of the lower wage, the standard of living of Southern mill operatives is equal to and in some cases superior to that of operatives in the congested industrial areas of the North and East, where the cost of living is much higher than in Southern communities.

A few years ago a textile mill producing a cotton specialty began to search for the very best location in the United States



## ATLANTA FROM THE ASHES

### *Economy of Southern Operation*

	Avg. full- time hours per week	Average earnings per hour	Avg. full- time earn- ings, week
Massachusetts:			
Male .....	49.0	\$ .450	\$22.05
Female .....	48.0	.374	17.95
United States (avg.):			
Male. ....	53.8	.347	18.67
Female .....	52.8	.301	15.89
Georgia:			
Male. ....	57.0	.268	15.28
Female .....	56.9	.220	12.52*

The cost of operation per spindle per year has been estimated as follows:

	Total	Labor Only
North .....	\$40.00	\$13.60
South .....	33.27	9.07
Difference .....	\$6.73	\$4.53**

	Wages		Working
	Male	Female	hours
Massachusetts .....	\$38	\$25	48
South .....	22	15	55***

\*U. S. Dept. of Labor.

\*\*\*Mr. Harrison S. Colburn.

\*\*Messrs. Main & Gunby.

## ATLANTA FROM THE ASHES

for a new mill. An operating estimate was made for a mill of the required capacity in several different sections of the country. The results showed conclusively that the most desirable area was a territory containing part of Georgia, Alabama, and Tennessee, and which includes the Atlanta industrial area. Data comparing Massachusetts with this Southern mill are shown on page 102.



## XVIII

### CERAMICS

“**T**HE SOUTH?” you ask. “Why go to Atlanta—a thousand miles away?”

You have heard that business is turning to the South for its answer to industrial problems—you know that Atlanta is the

## ATLANTA FROM THE ASHES

railroad center, the raw material center, the financial and industrial headquarters of the New South.

But the ceramist?

In the Atlanta industrial area he will see modern ceramic plants that are here because of many-sided advantages. These plants are manufacturing as fine products as can be made. And they are getting their Georgia clay from nearby lenses with shale-planers and steam-shovels, from the surface. These machines cut the usual pit force as much as eight men!

And these plants are not paying long-haul freight on these Georgia clays you have always used.

Recent experiments and tests show that Georgia, and a portion of Alabama and Tennessee, contain the most extensive sedimentary kaolin deposits in the Eastern United States. Research has also proved that these clays, properly blended and used, are superior in value to those now in commercial use.

And there is a solution for the fuel problem.

In Georgia, the oil used is shipped in through Savannah and delivered at the ceramic plants at a cost less than paid in Northern states. Coal is cheaper—good coal. Atlanta is in easy distance of the great Southeastern coal fields of Alabama, Tennessee and Georgia, which have an estimated coal area of 14,000 square miles.

## ATLANTA FROM THE ASHES

*Kaolins* occupy two well defined areas in Georgia. There are large deposits in northwestern part of the state and a belt about twenty-five miles wide extends across the center of the state in a southwesterly direction.

*Bauxitic Clays* containing from forty-five to fifty per cent total alumina occur in the same districts as the kaolins.

*Bauxites* having a very low iron content are found also associated with the kaolins and in several districts.

*Flint Clays* are found in the Augusta district and are used extensively in the manufacture of fire brick in the Birmingham district.

*Ball Clays* (somewhat refractory) are found in quantities about 100 miles south of Atlanta and also in southeast and southwest Georgia.

*Refractory Clays* include kaolins, bauxites and bauxitic clays; flint clays and fire clays associated with the coal deposits of northwest Georgia near Atlanta.

*Alluvial Clays* are found in considerable quantity and uniformity and occur in a circle about Atlanta from 50 to 100 miles distant.

*Shales* of various physical and chemical types are found extensively around the Atlanta district.

*Limestones* of both high calcium and high magnesium content are widely distributed within the state.

*Dolomites* of the Cartersville district are not only a source

## ATLANTA FROM THE ASHES

of hydrated lime for the building trades but can be used in the production of magnesia for insulation, by the Everhart process, with precipitated calcium carbonate and very pure plaster of Paris as by-products.

*Synthetic Clays*—The blending of two or more clays which are found in close association, will make possible not only the manufacture of light buff brick in Georgia, but will make possible the manufacture of many clay products which have previously not been made in Atlanta or Georgia on account of the fact that all of the desirable characteristics are never found in one clay.

A great opportunity lies in the manufacture of white ware, such as floor and wall tile, electrical porcelain and hotel china ware and in addition, specialized products from the same type of raw materials.

*Fuller's Earth* is found in great quantity a little to the south and east of the central clay deposits.

*Feldspars*, widely used, are found in the Piedmont plateau section in northwest Georgia.

*Silica* is found in the form of quartz and white sand.

*China Clays* which occur in Georgia can be used in the manufacture of certain pottery products, dispensing with the English clay entirely. If, however, the English clay is essential, it can be delivered to the Atlanta district at a lower cost than the now recognized pottery centers.



## ATLANTA FROM THE ASHES

Important to the manufacture of clay products is an ample supply of pure water that is constant under analysis. Georgia offers a supply of water that is clear, bright, soft and useful to the industry in its natural state.

The manufacturer of ceramic commodities finds the labor situation in this section particularly favorable for the production of whitewares, porcelains, terra-cottas and refractories. These native Anglo-Saxon people are adaptable, reasonable and friendly to their employers' interests. They have a high respect for property rights and for the tradition of a fair day's labor for a fair day's pay.

The ceramist finds, as the textile mills have found, that this type of labor can be trained to do the finest of skilled work and that it never becomes possessed of the unreasonable attitudes so prevalent elsewhere.

This high type of labor can be had in Atlanta at a wage scale lower than is available in any of the nine largest manufacturing cities of the United States. This low scale is possible because of low living costs and the temperate climate, less exacting in its demands for fuel and clothing.

The Southern market alone buys one-fourth of the ceramic output of the United States—and this is the fastest-growing market in the United States today.

## ATLANTA FROM THE ASHES

Building factors, soundly based on prevalent climatic conditions, have made customary the use of large quantities of white face-brick, terra-cotta, Spanish type flooring and roofing tile in cool and pleasing colors, white bath room tile, porcelain sanitary ware and Portland cement.

Florida, too, is greatly dependent on Georgia for its heavy clay products. Florida's extreme expansion has an important significance in the growth of the Southern market and is a vital phase of the development which is inevitable within the next few years.

There is no whiteware plant in the South. Porcelains, white tile, electric insulators, sanitary fixtures and tableware even of the cheapest kind—all are shipped from the North.

Freight on the enormous quantities of this kind of product for Southern use is a sizable item. And it all can be produced within a surprisingly narrow radius, with Atlanta the center! This city is most central to all the types of ceramic materials. It is adjacent to the best sources of timber, steel, coal, oil and water, besides its position as key city of the great Southeastern super-power zone, with its abundant, cheap hydro-electric power.

Atlanta's strategic location not only works for facile assembly of raw material and rapid, economical manufacture

## ATLANTA FROM THE ASHES

### ESTIMATE OF COST PER M OF BUFF BRICK MADE IN ATLANTA

*Figures based on a production of 40,000 brick per day*

COST FACTORS PER THOUSAND BRICK	<i>In Atlanta</i>
120 tons clay delivered Atlanta . . . . .	6.00
Coal, high grade volatile from Tennessee, now used in burning brick products. Low sulphur, low ash.	
Cost at mines . . . . . \$3.00	
Freight rate . . . . . 2.29	
Cost per ton . . . . . \$5.29	
Harrop Kiln consumption 500 lb. coal to 1,000 brick	1.32
Power, assuming the use of 500 H. P. . . . .	1.25
Labor . . . . .	2.50
Interest on investment 6% on Plant costs \$150,000 . . . . .	.75
Depreciation 15 years of plant . . . . .	.84
Taxes and Insurance 2% . . . . .	.10
Administration . . . . .	1.00
Plant cost . . . . .	\$13.76
Average freight rate to market . . . . .	\$ 6.00
This includes N. C., S. C., Tenn., Ala., Miss., La., parts of Texas, Ga. and Fla. while at least half the output of this size plant would be consumed in At- lanta, so that this rate would be reduced to truck delivery charges of about \$1.50 per thousand.	
Sales commissions . . . . .	5.00
	\$24.76
Sales price delivered. (Minimum.)	35.00
Cost to job . . . . .	24.76
Net profit per M. . . . .	10.24
Net profit per day \$10.24 x 40 . . . . .	\$409.60
300 operating days—Annual net profit after de- preciation, interest on \$150,000, plant cost \$100,000, running capital \$250,000 . . . . .	\$122,880

*Earnings more than EIGHT times interest charges*

## ATLANTA FROM THE ASHES

for the ever-growing Southern market; it offers a logical solution to distribution problems.

A Southern plant can, obviously, undersell to the Southern market—by from thirty to fifty per cent.

Not only does Atlanta offer the most desirable short-haul route to the important inland cities, but it gives immediate access to the many Southern ports, from Charleston to New Orleans. The South American and Pacific Coast markets are brought close, for uncongested, quick and economical distribution to these markets, so frequently inaccessible.

In short, Atlanta offers the ceramicist myriad advantages—for industry and ideal residence. Only intensive investigation of the section and its attributes can show its true worth—only a first-hand knowledge can bring out the manifold features which will point the way to production economies and increased profits in ceramic manufacture.



## XIX

### CHEMICAL

**T**HE key position of the chemical industries in the industrial structure of the United States is readily apparent. Directly or indirectly sulphuric acid enters into the manufacture of practically every commodity of commerce. Many other heavy chemicals are of almost as broad distribution. It is natural, therefore, that in its early history the chemical industries should have closely paralleled the development of industry as a whole. But lately certain tendencies have be-

## ATLANTA FROM THE ASHES

come evident among consuming industries that have not yet been reflected to their full extent in the development of the chemical producing industries.

A decentralizing influence has been at work, particularly since the war, and many established centers of certain industries have felt the effect of an industrial migration brought on by excessive costs of transporting raw materials and manufacturing products, competitive bidding for labor and other of the disadvantages of a congested industrial district. Manufacturing is taking on a national character and consequently the market for chemicals is broadening to cover practically the whole of the United States.

The existing relation between the chemical producing and the consuming industries is unbalanced.

Producing plants are largely concentrated within the limited area of New York, New Jersey and Pennsylvania with a proportionate development in such long established industrial centers as Chicago, Cleveland and Detroit. The South and the West are sparsely represented.

On the other hand, an important contrast is seen in the location of the consuming industries. New England, the South and the Southwest stand out as substantial markets for chem-



## ATLANTA FROM THE ASHES

icals. In the congested industrial areas we find production in large excess of consumption—a condition that is doubtless a contributing cause of some of the destructive competition that exists between chemical producers in these highly developed centers.

Of further significance is the fact that the raw materials for the chemical engineering industries are widely distributed, but are most abundant in the identical areas of the South and West that are now lacking in chemical producing industries.

If the chemical consumer is to be served most effectively, the future development of the chemical industries must be guided by a logical relation to these newer industrial markets and raw material resources.

Take Georgia for instance, she consumes in round numbers seventeen and one-half million dollars in chemicals per year. Her total annual production is one million dollars. This leaves a deficiency of sixteen and one-half millions each year. A similar condition exists in North Carolina and South Carolina. Alabama and Tennessee are the only two Southeastern States that produce appreciable amounts of chemicals, and they are practically all consumed right at home.

Atlanta is not yet the center of a large and diversified chemical industry. Atlanta is not devoid of chemical plants,

## ATLANTA FROM THE ASHES

however, nor of good and sufficient reasons for the establishment in this region of new industries employing chemical processes. If Pittsburgh has her steel works, Atlanta has her fertilizer plants. If Milwaukee made a brand of beer famous, Atlanta has done something of the sort for a softer beverage. If Buffalo has Niagara Falls, Atlanta has Tallulah and Tugalo. More than 1500 different commodities are manufactured within the Atlanta district. Some of them, such as carbon dioxide, Epsom salts, and sulfuric acid are chemicals. Others, such as paints, ink, lead pencils, flavoring extracts, leather, soap, rubber goods, etc., employ chemical processes in their manufacture. As this book is being written a large plant for the manufacture of alum is just getting into production. Nevertheless, Atlanta does not claim to be the center of a great and diversified chemical industry—yet.

Many factors enter into the choice of a location for an industrial plant. Perhaps the most urgent are the existence of local resources that demand exploitation, and the presence of an active local demand for certain products. A few examples of the effective operation of these two important factors may be cited. The urge to utilize the water power of the Southern Appalachian streams, and to consume in the South the cotton grown in the South, for the manufacture of cotton goods to be worn in the South, resulted in the upbuilding of

## ATLANTA FROM THE ASHES

a great cotton manufacturing industry in the Southeast. The presence of extensive deposits of iron ore, limestone and coal in central Alabama, combined with the Southern demand for iron castings and steel rails and structural steel shapes, led to the establishment in Birmingham of a great iron and steel industry. The tremendous demand of the Southern States for phosphatic fertilizer, for the manufacture of which hundreds of thousands of tons of sulfuric acid are used annually, combined with the necessity for utilizing in some way the sulfur fumes of the copper smelters of eastern Tennessee, has developed in the Ducktown district a great chemical industry, which for years past has overshadowed in importance the metallurgical side of the copper companies operating there.

Atlanta is in many respects the New York of the South. This is true as regards the publishing industry. With three daily newspapers, eight weekly and thirty monthly and semi-monthly publications having an annual circulation of over 200,000,000 copies, and with 105 printing and publishing establishments, the market for paper of all kinds in this city alone is seen to be enormous.

Recent technical investigation indicates that a good grade of book and writing paper may be made from bagasse—the waste from the manufacture of sugar cane. Celotex board and low-grade paper are already being made from bagasse,

## ATLANTA FROM THE ASHES

and recently it has been stated that a process has been developed by a laboratory near Boston, whereby the interference of the pithy matter of the sugar cane stalk has been eliminated, with the production of a high quality pulp suitable for conversion into book and writing paper. It is said that the soda process, with radical modifications, will be used. It is estimated that there is enough available bagasse to yield at least 50,000 tons of pulp annually, and that the profit, if this pulp is made in the South, will be \$20 per ton more than is realized by Northern manufacturers operating on hardwoods. An annual production of 50,000 tons of pulp is capacity enough to require at least three large paper mills. Atlanta should have one of these mills, and the other two should be likewise in the South.

The bottled beverage industry of this city has flourished. As a result, there is a tremendous demand for glass bottles. The demand for glass bottles comes not only from the soft drink establishments, but also from the dairymen, the druggists, the patent medicine manufacturers, and bottles are like soap—they must be constantly renewed. There is ample market here for the wares of a glass factory.

To the south of Atlanta lie extensive forests of long-leaf yellow pine; to the north and west grow hardwoods—cedar, chestnut, oak, dogwood, poplar, hickory. The annual value

## ATLANTA FROM THE ASHES

of Southern lumber is \$450,000,000 plus naval stores of an estimated value of \$25,000,000. The long-leaf pine is now used extensively for the manufacture of Kraft paper. At Gordon, Ga., south of Atlanta, there is a plant producing 60 tons of Kraft paper per day. There is another paper and pulp mill at Savannah and one at Augusta, and there are paper and pulp mills in Louisiana, Tennessee, South Carolina, Virginia, Florida—in fact all through the South. This industry is destined to grow in the South, just as the cotton spinning and weaving industry has grown here, both because of the exhaustion of Northern supplies of pulpwood, and because the wood pulp supply from second growth pine timber is practically inexhaustible—particularly in central Georgia, where natural reforestation takes place in from fifteen to twenty years, yielding nearly two cords per acre, per year, perpetually. Northern spruce requires from 40 to 80 years to attain pulpwood size—an average yield per acre of only one-half cord per year. The Southern climate is favorable not only to rapid growth of timber, but also to uninterrupted harvesting of the wood. The storage of scores of thousands of cords of wood at the mill is unnecessary, and decay losses involved by such storage are avoided, as well as carrying charges on an immense inventory of cut wood. The species of trees of chief importance in the South for the manufac-



## ATLANTA FROM THE ASHES

ture of wood pulp are the yellow pines, the stand of which is estimated at 940,000,000 cords—over four times the stand of fir, hemlock and spruce in the Northeast. Kraft pulp is manufactured from the yellow pine by the sulphate process, which, being alkaline, dissolves the pitch and yields a pulp of remarkable strength and wearing qualities. Other Southern pulpwood species existing in important quantities are aspen, beech, birch, cottonwood, maple, poplar and tupelo gum. Texas can supply the sulfur needed, and Louisiana the salt from which to make sodium compounds.

A bulletin entitled *The Southern Forests and the Pulp and Paper Industry*, issued by the U. S. Department of Agriculture, summarizes the importance of Southern forests to the paper industry thus:

“1. *The industry now located largely in the Northeast must look to the introduction of other species to supplement the rapidly diminishing supply of spruce upon which it is at present so largely dependent.*

“2. *The existing supply of hardwoods, North and South, suggests the desirability of developing some process by which these species can be used as a substitute for mechanical pulp in newsprint. The Forest Products Laboratory is now working on such a process.*



## ATLANTA FROM THE ASHES

*"3. The Southern pines are admirably suited to the manufacture of sulphate pulp for wrapping and container board.*

*"4. The Southern pines and hardwoods in the South and the ease and rapidity with which they can be reproduced argues for an expansion in the South of the wrapping paper, container board and book paper industries, and, insofar as new processes can be developed, of the newsprint industry."*

Twenty years ago, turpentine operators abandoned their Georgia stills and moved westward to other states, under the belief that Georgia's resources for the production of naval stores had been exhausted. But those who did not join in the exodus are still operating, and in many cases on the same timber lands. Improved methods of scarring the pine trees and gathering the gum, together with intelligent reforestation and protection against fire hazard, have not only enabled these operators to continue the production of turpentine and rosin on the old lands, but indicate strongly that there need be no exhaustion of these resources—that the naval stores industry may be regarded as one of Georgia's permanent industries.

Near Brunswick, Ga., there is a unique turpentine and rosin factory operating on stumps as raw material. This plant is owned by one of our larger manufacturers of high explosives. Stumps that are eight or ten years old are blown

## ATLANTA FROM THE ASHES

out of the ground with dynamite, and hauled or shipped to the plant. Here they are shredded to match-stick size and the splinters are cooked with steam at 400 degrees for 20 hours. The vaporized turpentine is condensed, and the rosin is dissolved out of the chips with gasoline, over 99 per cent of which is later recovered. The extracted chips are used as fuel. A ton of stumps is said to produce seven gallons of turpentine and four-fifths of a barrel of rosin. Pine oil is a valuable by-product.

The stump crop of Georgia is enormous—with progressive reforestation, it will be a perpetual crop. The opportunity for additional stump plants for the production of naval stores is open.

At Gordon, 120 miles from Atlanta, one of the most up-to-date brick plants in America, financed by a capital of half a million dollars, was completed in 1925, and is now operating on the feldspar and kaolin of Central Georgia. The establishment of this plant is said to have been a direct result of the researches of the School of Ceramics of the Georgia School of Technology—a department of Georgia "Tech," itself founded but four years ago. The feldspar and kaolin are mixed in the proportions of 25 per cent of the former to 75 per cent of the latter, for the production of white bricks to a number of 50,000 a day. Each brick is pierced by three

## ATLANTA FROM THE ASHES

holes an inch in diameter, thus reducing the weight and conserving material to the extent of about 20 per cent and at the same time facilitating the drying process, without impairing the strength of the product.

Within the past two years three plants for the manufacture of roofing tile have been erected in Georgia. It is predicted that within ten years the work of the Georgia School of Ceramics will have brought to Georgia in material wealth, through the development of the state's clay and kaolin resources, more than the boll weevil has taken away. The products to be manufactured from the Georgia clays and kaolins include refractories high in alumina, pottery of all kinds, hotel chinaware, wall tile, floor tile, roofing tile, sewer tile, chemical stoneware, packing material for acid towers, porcelain ware and bricks of every variety—common building brick, basic brick, vitrified brick, chemical brick, fire brick, face brick, etc.

The first bauxite mined in America came from Georgia, 34 years ago. Arkansas has since assumed leadership in the production of this mineral, but Georgia holds second place. Her bauxite is used chiefly for the manufacture of alum, aluminum sulfate and abrasives.

## ATLANTA FROM THE ASHES

Of the raw materials used for the manufacture of paints, Georgia produces ocher, whiting, barytes, and its derivative lithopone, graphite, asbestos and linseed oil.

The ocher deposits of Georgia are located near Cartersville, about forty miles northwest of Atlanta. The ocher belt is about eight miles long and about two miles wide at its broadest point. The color of the ocher varies from dark yellow to bright yellow, and it is not only recognized as the equal of any imported material, but is accepted abroad as a superior article. A large tonnage has been exported annually to England and Scotland, the chief attraction being the small percentage of impurities and the large proportion of ocher, a red pigment of desirable shade is produced. More than half of all the ocher produced in America comes from this state.

Barytes deposits also are found in the Cartersville District, as well as in Floyd, Cherokee, Gordon, Murray and Whitfield Counties. Six companies are now engaged in the production of crude barytes in the Cartersville District.

An important asbestos mine is being worked at Hollywood, in Habersham County, ninety miles northeast of Atlanta. One of the products is 200-mesh asbestos, useful in the manufacture of fireproof paints. A freight rate of \$1.60 per ton

## ATLANTA FROM THE ASHES

from this mine to Atlanta on asbestos products has been published.

The most notable occurrences of graphite in Georgia are in Cobb, Pickens and Bartow Counties—all within forty or fifty miles of Atlanta. The only district which has been worked is that near Emerson, in Bartow County.

The production of turpentine, whose principal use is in the manufacture of paints and varnishes, has been referred to above.

Linseed is not produced in Georgia, but at Elberton, Ga., ninety miles east of Atlanta, there is a linseed oil factory operating on seed imported from Argentina. And this brings out the fact that Georgia's principal seaport, Savannah, is as close to foreign markets for imports as for exports. There are of course many cottonseed oil mills in Georgia, which could crush linseed as well as cottonseed, for the production of all the linseed oil demanded by the paint trade of the South.

Zinc ore is mined in large quantities near Knoxville, Tennessee. This ore is shipped by rail to central Ohio, where it is manufactured into zinc oxide, and Southerners buy it back, after paying freight on it both ways, in their white paints and their automobile tires.

## ATLANTA FROM THE ASHES

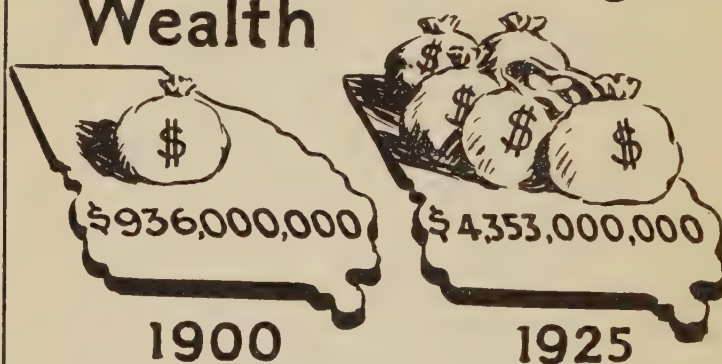
Oilcloth or linoleum is made from cotton fabric, clays, barytes, and linseed oil, and every one of these materials is obtainable in Georgia. But our materials are shipped to plants in New York, New Jersey, Ohio and Illinois, and we buy them as manufactured oilcloth after paying our double freight and sending the manufacturing profit into the North. One of the largest oilcloth manufacturers, with plants located in the East and Middle West, owns cotton mills and clay mines in Georgia whence the raw materials for these distant plants are derived. Contrary to general opinion, oilcloth has a wide variety of uses, from the delicate oiled silk of the surgeon and the glossy imitation "patent leather" belts and straps to the oiled "slicker" and the neat and attractive coverings for the floors of bathroom, kitchen and railway day coach.

Fuller's earth is a porous clay-like material carrying a high percentage of silica and having no plasticity. It was first used in fulling cloth, but its chief use now is for decolorizing and clarifying oils and fats. Extensive deposits of Fuller's earth occur in Twiggs, Decatur, Bibb, and Columbia Counties. Some of these deposits are now being worked. The output is shipped to California, Illinois, Texas and In-

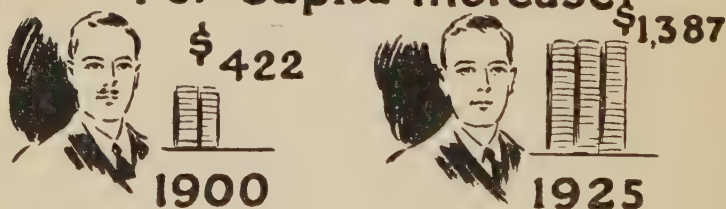


## ATLANTA FROM THE ASHES

### Increase in Georgia's Wealth



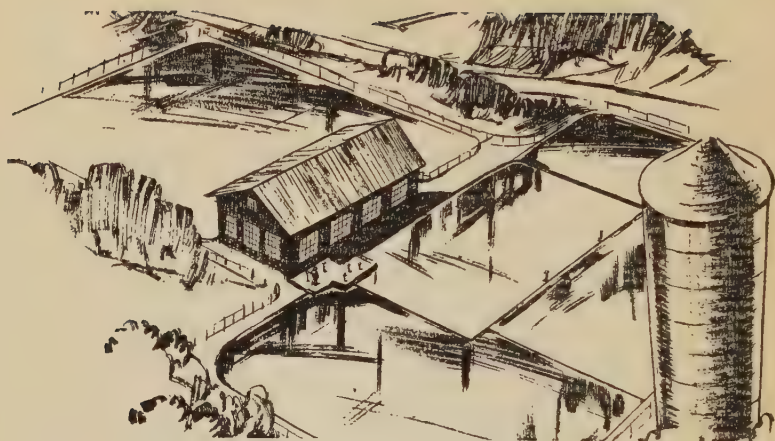
### Per Capita Increase



## ATLANTA FROM THE ASHES

diana, and abroad to Berlin. Forty per cent of the Fuller's earth used in America's great oil refineries comes from Attapulgas in Decatur County, Georgia.

Georgia certainly uses chemicals—yet she does not manufacture them. With super-abundance of bauxite, she produces no aluminum. Producing a million and a half bales of cotton a year, and with soft water, cheap fuel and abundance of female labor, she manufactures none of the higher grade cellulose products, except rayon. With the oil and grease refuse of a population of 300,000, Atlanta manufactures but little soap and no glycerine. With vast resources of salt in Virginia and Louisiana and notwithstanding that the migration of the bulk of the country's paper industry into the South seems inevitable, Georgia produces no soda ash. With a production of 1200 tons a day of sulfuric acid within a half a mile of Georgia's Northern border, this state, while consuming her quota in the manufacture of fertilizers, has failed to take advantage of this abundant supply of cheap acid by the establishment of a diversity of industrial plants using sulfuric acid in their processes.



## XX

### WATER

**W**ATER supplied by the City of Atlanta ranks highest of sixty-nine of the principal water supplies of the U. S. according to reports of the U. S. Geological Survey. This water is drawn from the Chattahoochee River, and a chemical analysis is given on page 130 in its raw state, and as tap water.

The water is naturally soft in quality, and so pure that storage batteries are commonly filled directly from the taps of the city, without distillation.

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Illustration courtesy Southern Bleachery, Inc.

## ATLANTA FROM THE ASHES

The Chattahoochee has a normal flow of 500 million gallons a day, average, and has never—even during the most extreme drought conditions—fallen below 350 million per day. A drainage area of 1560 square miles above Atlanta supplies this stream, the mountainous character of the area contributing to the purity of the water.

For manufacturers requiring large quantities of water the best locations in the Metropolitan District are on the Chattahoochee River, either at Bolton or Chattahoochee Station on account of railroad facilities.

Numerous small streams in or near Atlanta are:

Peachtree Creek	North Utoy Creek
Sugar Creek	Turkey Creek
Entrenchment Creek	Proctor Creek
South River	Nickajack Creek
South Utoy Creek	

The rate of flow from any of these is sufficient for large manufacturing of any kind.

The following are the approximate rates of flow for some of the streams:

Nickajack Creek, Cobb County, lowest flow 9,000,000 gallons per twenty-four hours at Nickajack Station; average flow about 12,000,000 gallons daily.

## ATLANTA FROM THE ASHES

### *Atlanta's Pure Water*

The following is a typical analysis, made by the chemist of the Atlanta Water Works.

<i>Chattahoochee River</i>	<i>Raw Water</i>	<i>Tap Water</i>
Silica Si .....	6.6	10.2
Chlorine Cl .....	4.9	3.6
Sulphur Trioxide SO <sub>3</sub> .....	2.2	10.8
Carbon Dioxide CO <sub>2</sub> .....	24.0	None
Sodium Oxide Na <sub>2</sub> O <sup>s</sup> .....	3.1	Trace
Potassium Oxide K <sub>2</sub> O.....	0.4	Trace
Lime CaO .....	4.8	11.4
Magnesia MgO .....	1.8	0.7
Alumina Al <sub>2</sub> O <sub>3</sub> .....	Trace	2.1
Ferric Oxide Fe <sub>2</sub> O <sub>3</sub> .....	1.8	—
Total Hardness .....	13.2	10.0

All results stated in parts per million.

## ATLANTA FROM THE ASHES

North Utoy Creek at A. B. & C. Railroad, averages 6,000,000 gallons; minimum flow 1,500,000 per twenty-four hours. North Peachtree Creek at Camp Gordon, nine miles from center of city, minimum flow, 3,240,000 gallons; average flow 11,000,000 gallons per twenty-four hours.

Where a comparatively small quantity of water is needed, but the amount would not be expedient to take from the city water supply systems at the existing rates, this can be obtained from wells.

There are many industries and communities which obtain all or part of their water supply from wells.

In nearly all wells the water rises to within fifty feet of the surface, but there are cases where the water rises to within twelve feet of the surface.

Observations show that the flow from such wells has not diminished since they were first bored.

The foregoing indicates that private water supply may be obtained anywhere in the Metropolitan District with certainty and at a reasonable cost.





## XXI

### AVIATION

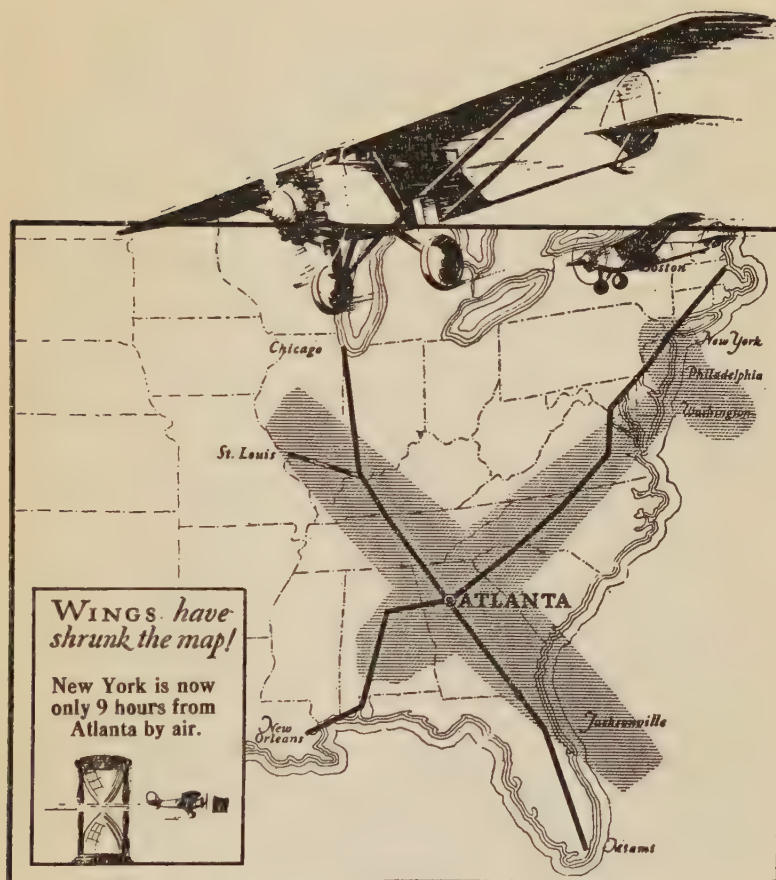
**J**UST as Atlanta became the natural railroad center of the Southeast, so is she to be the center of aircraft activities.

On January 26, 1928, Governor A. Harry Moore, of New Jersey, switched on the first light of the New York-Atlanta airway. More than 6,000 miles of regular air mail service are operating between Atlanta and points East, West, North and South, both day and night.

Geographically Atlanta has the edge on her sister cities. Climatically she is a town with the least variation save Los Angeles; from a material standpoint she has railway service unexcelled; banking facilities of high order and an industrial output of great diversity and amount.

Illustration Courtesy Magazine of Business.

## ATLANTA FROM THE ASHES



## ATLANTA FROM THE ASHES

Candler Field, Atlanta's Municipal Airport, ranks with the best fields in the country—here are located the termini of the air routes to New York, Jacksonville, Miami, Havana, Birmingham, New Orleans, Chattanooga, Nashville, Chicago and connecting lines to St. Louis, Kansas City and the West and Southwest. Here also are operated air taxis, flying schools, aerial photographers, special flyers for advertising and for news photography. The planes of many private owners make this their headquarters.

This development plus the new system of freight rates which went into effect early in 1928 by order of the Interstate Commerce Commission have made such a radical and far reaching change in the situation that it almost amounts to an economic revolution.

The old system of low through rates which enabled distant markets to ship the products of their factories into Georgia at freight rates lower than those from Atlanta to the same towns is a thing of the past.

In its stead has come a system of rates based on mileage, by which every market and every industry has the full advantage of its location and its nearness to raw material, fuel, natural resources and water power.

## ATLANTA FROM THE ASHES

This is one more step and a long step in the nation-wide decentralization movement which has already added much to Atlanta's trade and industry.

This is the result of twenty-five years of earnest effort by the Atlanta Freight Bureau, backed by the Atlanta Chamber of Commerce and the freight bureaus of other Southern cities.

The Atlanta Freight Bureau was organized in 1902 at a meeting held in the Atlanta Chamber of Commerce by leading merchants and manufacturers.

It seemed an age-long fight to bring about the radical change for which Atlanta contended. The progress of the movement was beset with difficulties, but at last the fight is won and under the order of the Interstate Commerce Commission a system of rates, based mainly on mileage, went into effect early in 1928.

Because of the transportation facilities afforded by Atlanta's strategic location, the postal time between this city and the major cities of the entire South averages less than from any other point in the South. This advantage has brought to Atlanta many important branch offices. It has made Atlanta the third largest insurance center in America, with supervision over fourteen states. It has given Atlanta the proud title of Distribution City to the South.



## XXII

### FURNITURE

SINCE 1914 the furniture industry has grown rapidly. The value of products that year was \$270,938,988, in 1925 had risen to \$868,145,913, a 220 per cent increase. Of this \$868,145,913, household furniture represents \$630,312,907, while the remainder \$237,833,006, consists of school, theatre, church and other furniture of like nature.

## ATLANTA FROM THE ASHES

Of the various articles of furniture manufactured, that for the living room carries the greatest value, totaling \$254,996,145. Bedroom furniture comes second with a value of \$149,997,152. New York leads in the production of living room furniture while North Carolina holds first place in bedroom production, having manufactured more than \$26,000,000 worth in 1925.

Although the number of furniture plants have actually decreased since 1914, the number of workers have increased. There were 3,324 plants in 1914 with 148,308 employes who received \$94,305,791. In 1925, there were 3,235 plants—89 less than in 1914—yet the number of employes had increased to 180,895, to whom \$225,200,027 was paid, an increase of 137 per cent in wages over 1914.

The Southern States are led in furniture manufacture by North Carolina, who ranks first in the South and sixth in the nation. More than \$120,000,000 worth of furniture was manufactured in 1925 by the Southern States, an increase of 30 per cent over 1923. The furniture making states are North Carolina, with 13,567 workers; Tennessee, 2,915 workers, and Georgia, 2,457 workers, with products valued at \$51,208,000, \$9,533,000, and \$7,969,000, respectively, according to United States Census of Manufactures for 1923.



## ATLANTA FROM THE ASHES

Climate, labor, hydro-electric power, and raw materials all have been favorable to the growth of this industry.

The cost of labor in North Carolina represents 20 per cent of the value of manufactured products; in Virginia, 19 per cent; in New York, 25 per cent; in Michigan, 28 per cent, and in Illinois, 25 per cent. This difference in labor costs which speaks for itself, is only one of the many conditions favoring the South for the continued expansion of the furniture industry.

## XXIII

### PRINTING AND PUBLISHING

ATLANTA can produce more good printing in a day than any city its size in the South. There are more men in Atlanta who have mastered this art than in any community in the South. Through the years they have given themselves to the ideal of knowing what good printing really is. They are experts in the field.

Printers' ink and paper, handmaids of knowledge and commerce, are a big factor in the service which Atlanta and Atlantans give to the whole South. Atlanta trade papers, thirty of them, bring vital facts, helpful news to every type of business and industry in the South. Five serve the whole United States from Atlanta.

Atlanta's newspapers circulate even beyond the seven Southeastern States. Atlanta's religious press has an influence beyond Georgia. Agricultural papers published in Atlanta are read from the Atlantic to the Rio Grande.

Catalogues, house organs, booklets, broadsides, books, office forms, color prints, rotogravure printing pour in an endless stream from Atlanta presses to smooth the path of business in the Southeast.

## ATLANTA FROM THE ASHES

The magnitude of the printing and publishing industry in Atlanta can best be visualized from the fact that its two divisions—commercial printing and newspaper and magazine publishing—considered separately, will rank fourth and fifth for total value of production. Combined they will take third place from a total of over \$15,000,000 for 1925. Over 200,000,000 copies of the 64 Atlanta publications are read every year.

Investment in printing presses, machinery and type will exceed \$4,000,000 exclusive of good-will, buildings and other balance sheet items. Atlanta newspapers, publishing houses and commercial printers employ over 2,000 skilled workers. There are 79 commercial printing plants. Several Atlanta businesses use so much printing that they maintain their own plants.

Six photo engraving companies are kept busy making engravings, half-tones and color plates, for illustrations. A score of artists daily translate ideas into pictures. Huge stocks of paper are carried in Atlanta paper warehouses. Inks, type presses, every kind of printing machinery is sold by Atlanta supply houses.

Printing of every description, color, off-set, lithographing, steel engraving, embossing, rotogravure are produced by Atlanta's third industry in addition to the every day variety of type and press.

## ATLANTA FROM THE ASHES

### STONE MOUNTAIN

The Stone Mountain Memorial to commemorate for all time the valor of Confederate soldiers in the war between the states, will be, when completed, the greatest and most lasting monument in the world.

Stone Mountain, said to be the largest body of exposed granite in the world, rises from the plain in middle Georgia, about 16 miles east of Atlanta. It is 8,000 feet long, seven miles in circumference and the ascent up the sloping side is a mile long.

On the north side it is a precipitous wall of granite rising almost perpendicularly 900 feet, and the mountain contains above the surface seven billion cubic feet of granite.

It is part of the ancient Laurentian rock, the oldest geological stratum in the world, and its granite sides have withstood the fury of the elements for untold thousands of years.

This great rock, raised by nature, naturally suggest itself for monumental purposes, and some years ago Mrs. Helen Plane, the widow of a Confederate veteran who laid down his life on a Virginia battlefield, suggested the carving of a memorial to the valor of Confederate soldiers on the side of the mountain.

## ATLANTA FROM THE ASHES

The Stone Mountain Confederate Monumental Association was chartered in 1916 and the owners of the mountain, Samuel H. Venable, Mrs. Walter Gordon Roper and Mrs. Priestly Orme, deeded the association, on certain conditions, a strip on the north side of the mountain about 1,000 feet long, extending outward from the center of the mountain.

The enterprise was favorably received by the public, but no great progress was made in raising funds during the World War. In 1923 new life was given it by the election of a number of influential men as officers and directors.

Up to this time the association has raised by subscription and the sale of memorial coins \$562,640.61, and has spent on the monumental work, equipment and incidental expenses \$301,410.59. Reserving \$2,870.50 for redemption purposes, there remain \$258,359.52 in subscription and cash items to continue the work.

The official handbook gives this description of the monument as planned:

The plans for the Stone Mountain Confederate Memorial contemplate a central or reviewing group of sculpture to be carved on the north side of the mountain, an infantry group, a cavalry group, and an artillery group, which together will form a stupendous military panorama sweeping across the

## ATLANTA FROM THE ASHES

precipice a quarter of a mile or more, producing the effect of a mobilization of the armed forces of the Confederacy, an army in stone moving in lifelike procession across a mountain of stone.

The central group will be composed of equestrian statues of Jefferson Davis, Robert E. Lee, Stonewall Jackson and four outstanding Confederate generals, to be selected by the state historians of the Southern States. These seven figures will be carved in portrait likenesses of the men they represent; and, in addition to these portraits in stone, the plans provide that there shall be carved in the general panorama to the right and left of the central group, likenesses of five selected heroes (regardless of military rank), from each of the states composing the Confederacy.

Some idea of the size of the figure may be conveyed by the statement that General Lee from the top of his head to the feet of his horse will be as high as a ten-story office building. The Lion of Lucerne could be placed in the crook of the left elbow of General Lee and would not be visible from the ground without field glasses. The great Sphinx of Egypt could be placed on the neck of General Lee's horse and would not conceal the whole of the face of Jefferson Davis. The Washington Monument, 556 feet high, the tallest structure of its kind in the world, if transplanted at the base of Stone Moun-



## ATLANTA FROM THE ASHES

tain, would reach above the heads of the riders in the central group, but would not be wide enough to conceal the figure of any horse or any rider. The skyline of Atlanta, studded with towering office buildings, if transplanted at the base of Stone Mountain, would not reach high enough to conceal the central group above the knees of the riders.

The action of the Congress of the United States, approved by President Coolidge, in voting unanimously to authorize an official coin of the Government, bearing the likenesses of Robert E. Lee and Stonewall Jackson, leaders of the armies which fought the Union in 1861-1865, is the most superb example of chivalrous consideration to fallen foes that the world ever saw.

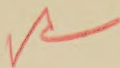
This action of Congress following the World War and the Spanish War, in which Southern men fought side by side with Northern soldiers for their common country, has a priceless value in healing the wounds of a former war and cementing forever the union of the American states.





# ARTS-HUMANITIES

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